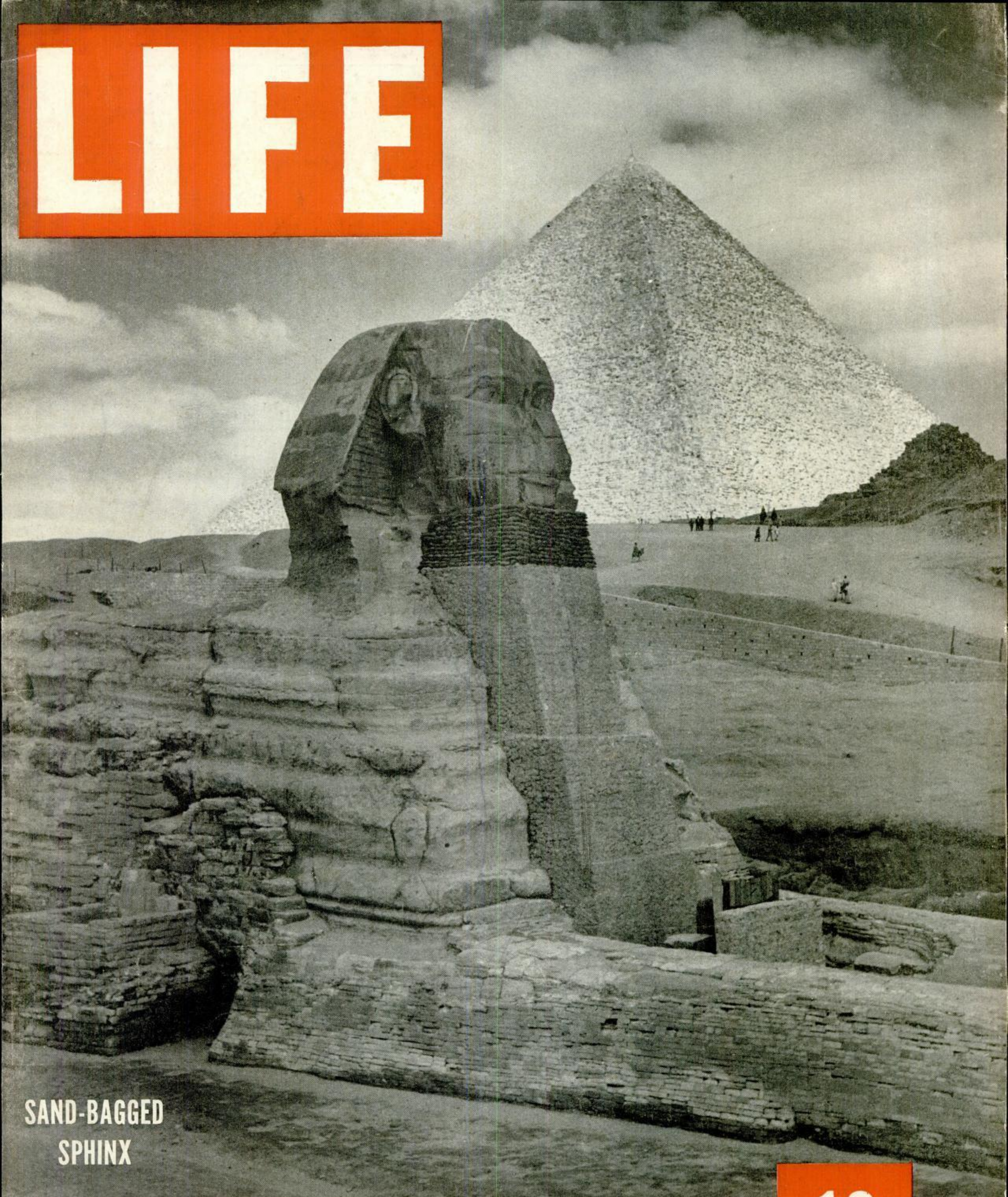


LIFE



SAND-BAGGED
SPHINX

OCTOBER 19, 1942 **10** CENTS
YEARLY SUBSCRIPTION \$4.50
OVER 4,000,000 CIRCULATION

REG. U. S. PAT. OFF.

These are the things we are fighting for



That our children may look to the skies
in joy and confidence...and not in fear

Some day we will again be making the Community you love, but now all the skills and facilities of Community are being devoted to the war that must be fought and won. In messages like this, we try to express the things for which America is fighting.*

*TRADE MARK

COPYRIGHT 1942, ONEIDA LTD.





"Gosh, conductor, I guess I left my commutation ticket in my other suit!"

Some day you'll commute by plane to towns and factories that are now half a day's journey away. When you do, you'll very likely forget your commutation ticket more than once.

Yes! Out of our victory in this war will come a new America. An America which will again startle the world because of the way of life our people create.

Let the "Doubting Thomas" keep this in mind: American industry is already turning out planes by the thousands that dwarf our present transports. The men and machines are already on the job. The will and determination are already at work. But today they're devoted to winning the war. *Tomorrow* they'll be devoted to the creation of this new America.

The skilled workman in the B. F. Goodrich Aeronautical Division knows how close the new America really is. He's seen the miracles of the past few years *first hand*. He's worked on tires for aircraft that can smoothly land a 30-ton Flying Fortress. He's worked on brakes that bring to a safe, smooth stop, a ship that can dive as fast as sound can travel. He's worked on De-Icers which defy Old Man Weather himself.

The 80 aviation products B. F. Goodrich makes are serving the Army and Navy right now. Our Silvertown Tires, Expander Tube

Brakes, De-Icers, Bullet Sealing Fuel Cells go into America's bombers, fighters, training planes, helping to make them the finest there are in the world!

But some day we know that our handiwork at B. F. Goodrich will equip the planes of Peace. And these are the planes that will create the new America! The B. F. Goodrich Co., Aeronautical Division, Akron, O.



HERE ARE SOME FAMOUS
AMERICAN FIGHTING PLANES
THAT ARE SUPPLIED WITH
B. F. GOODRICH EQUIPMENT



CURTISS
P-40-F
WARHAWK



REPUBLIC
P-47
THUNDERBOLT



BELL
P-39
AIRACOBRA

This One



ZRWN-E6E-YKRB pyrighted material

Dear Employment Agency: I need a new job...



"My bristle used to make the best brushes . . . then along came Prophy-lac-tic's **PROLON**"

Next time you buy a tooth brush keep this in mind: years of laboratory research have produced amazing new *synthetic* bristles . . . far superior to natural bristle.

And among the new synthetic tooth brush bristles being marketed under various trade names, none is finer . . . none is more durable . . . none is more costly to produce than "Prolon," the synthetic bristle in the Bonded Prophy-lac-tic Tooth Brush.

"Prolon," in fact, has a very important *plus* over any other synthetic bristle sold under any other name . . . only "Prolon" is rounded at the ends! See for yourself, in the photo-micrographs, the difference between the round bristle-ends of "Prolon" and the harsh jagged points of ordinary bristle. *Think of the difference on your gums!*



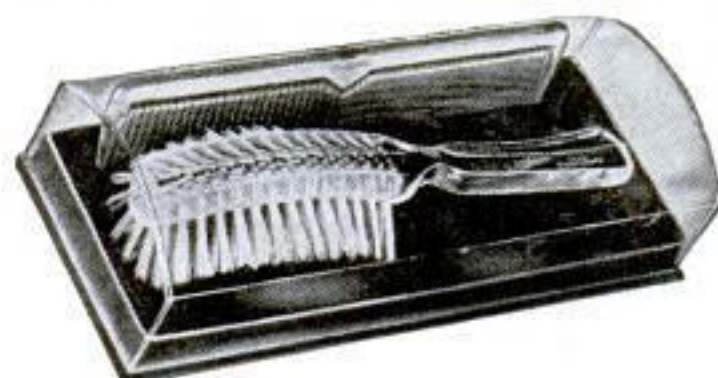
PROLON "ROUND-END" ORDINARY BRISTLE
Actual Photo-Micrographs

**The ONLY tooth brush
with ROUND-END BRISTLES
and a money-back
6 MONTH GUARANTEE**

We have no way of telling how long a Bonded Prophy-lac-tic Tooth Brush will last you . . . maybe a year, 18 months, even longer. We can, and do, however, give a clear-cut 6-months money-back guarantee with each brush—the only brush in the world with this definite 6-months *guarantee* of service. That's how sure we are of its dependability and durability!

... and don't miss this new line of **hair brushes** in gleaming Jewelite!

Prophy-lac-tic's latest triumph! Dresser and toilet brushes in crystal-clear plastic. Choice of four gleaming, jewel colors. Transparent Jewelite backs. Moisture-resistant bristles of duPont Prolon. \$1.50 to \$10.00—at most brush-goods counters. *Illustrated: Roll-Wave, a unique "curved-to-the-head" brush . . . with comb, \$4.50*



PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

LETTERS TO THE EDITORS AERIAL NAVIGATION

Sirs:

Congratulations on your excellent picture of aerial navigation (LIFE, Sept. 28). LIFE's manner of presentation on this timely subject is unusually good.

The article on projections in the Aug. 3 issue has materially aided our instructors in their lectures; and your clear, concise treatment of the celestial sphere will also be of great value to them in their work.

H. B. RIGGS

Director, Pacific Air Navigation
La Jolla, Calif.

Sirs:

I have just finished reading your article on navigation.

My appreciation of your treatment of the subject knows no bounds. Navigation is one of the hardest sciences to teach the average pilot. Your article removes the subject from the realms of mysticism and brings it down to the order of everyday logic.

BENJAMIN H. STONE JR.
Navigation Instructor

Holy Cross College
Worcester, Mass.

Sirs:

Let me congratulate you upon your excellent article on navigation. The picture of the circles of equal altitudes and the intersection of the circles shows vividly how a "fix" is obtained. This article should help to relieve some of the so-called mystery behind celestial navigation.

LT. J. T. LAWLER, U.S.N.R.
Navigation Division Officer

Naval Air Station
Corpus Christi, Texas

Sirs:

The article on aerial navigation, or as it is sometimes called, Avigation, is valuable for use in our pre-flight courses, classes of which are being offered in nearly all of the high schools of Detroit. I have found many physical, chemical and biological subjects treated in LIFE in such a way as to be of much help in teaching.

STANLEY M. BARNES

Detroit, Mich.

SEAMEN

Sirs:

Whilst I appreciate the space and publicity given to our Netherlands seamen in your article on foreign seamen (LIFE, Sept. 28), I am sorry to find some misstatements. On Page 61 it is stated: "Other foreign crews are not even paid as well as the British." Apart from the question as to the adequacy of wages, this statement does not apply to Netherlands seamen who, in most cases, receive higher wages.

The statement: "Any sailor of any nationality can sign on a ship of any other nationality except U. S." is also incorrect. Our men cannot sign on ships of any nationality other than Netherlands without the written consent of our Ministry of Trade, Industry and Shipping. Practically all Netherlands seamen work on ships of the Netherlands Merchant Marine, which notwithstanding serious war losses still consists of almost two and a half million tons of shipping.

DR. M. P. L. STEENBERGHE
The President of the Mission

Economic, Financial & Shipping
Mission of the Kingdom of the
Netherlands
New York, N. Y.

Sirs:

Your magazine is very popular with the men of our Dutch Merchant Navy but they will feel terribly let down by your article, Foreign Seamen. You failed to give full credit to their courageous work and to their hard plight of being cut off from homeland, wives and children. For three years now our seamen

FOOT-O-GRAPHS



The seven-league boots of the Paratrooper are fitted with air cushions to soften the shock of his quick jump at low altitude.



The total impact of your 18,000 daily wartime steps equals many one-thousand-foot parachute jumps. That is why you need the protection of Air Cushioned Porto-Ped Shoes.



THE KENWOOD
Model 2278-5
Timber Tan Calf
Antiqued

\$785
Some Styles
Higher

Every step you take in Porto-Peds is cushioned on air, and the added support of a flexible Arch Stay gives you unbelievable comfort. The extra miles you walk these wartime days will be easier on your feet if you see your Porto-Ped Dealer, or write us for his name.

Portage Shoe Mfg. Co., Milwaukee, Wis.
Division of Weyenberg Shoe Mfg. Co.



PORTO-PED
Air Cushioned SHOES
by PORTAGE

(continued on p. 4)



A CONRAD ARGOSY is the current book-dividend being distributed FREE among members. It is typical of the kind of book members of the Book-of-the-Month Club receive—one for every two selections they buy!

A **FREE** COPY...TO NEW MEMBERS
OF THE BOOK-OF-THE-MONTH CLUB

- this beautifully illustrated book

A Conrad Argosy

By Joseph Conrad

WITH A SPECIAL INTRODUCTION BY WILLIAM McFEE
AND WOOD CUT ILLUSTRATIONS BY HANS ALEXANDER MUELLER

Retail Price \$5⁰⁰

The CONRAD ARGOSY contains those stories of the sea, intense, mysterious, which have made the far reaches of the ocean and the distant shores of tropic islands a literary homeland for Joseph Conrad. *Youth, Typhoon, The*

Nigger of The Narcissus, The Secret Sharer—these are stories which will never cease to cast their spell—a heady compound of sea wrack, star gleam, and of lonely watches held on Eastern seas.

YOU CAN BEGIN YOUR SUBSCRIPTION TO THE
BOOK-OF-THE-MONTH CLUB WITH THIS DOUBLE SELECTION

Victory Through Air Power

BY MAJOR ALEXANDER P. DE SEVERSKY

and

THE SONG OF BERNADETTE

BY FRANZ WERFEL

THE END OF THE ARK ROYAL.
The British aircraft carrier going down after a torpedo attack carrying its aircraft to the bottom of the sea. Aviation based on ships is pretty much at the mercy of land based planes.



IN a recent month, the Club's judges had intended to send out only one book—Franz Werfel's novel, *The Song of Bernadette*. But at the last minute a book came up for consideration that, in the unanimous opinion of the Editorial Committee, demanded immediate distribution. This book was *Victory Through Air Power*, and it was decided to send it to the Club's members with *The Song of Bernadette*.

The two books may be obtained from the Club—by its members only—for \$3.00, a considerable saving over their combined retail price.

WHAT A SUBSCRIPTION INVOLVES:

Over 500,000 book-reading families now belong to the Book-of-the-Month Club. They do so in order to keep themselves from missing the best new books they are really interested in.

As a Club member, you receive an advance publication report about the judges' choice—and

also reports about all other important coming books. If you decide you want the book-of-the-month, you let it come. If not (on a blank always provided) you can specify some other book you want, or simply say: "Send me nothing."

Your obligation as a member is simple. You pay no yearly fee. You merely agree to buy no fewer than four books-of-the-month in any twelve-month period. The subscription period is not for one year, but as long as you decide; you can end it at any time after taking four books-of-the-month. You pay for the books as you receive them—the regular retail price (frequently less) plus a small charge to cover postage and other mailing expenses.

For every two books-of-the-month you buy you receive, free, one of the Club's book-dividends. Last year over \$5,000,000 worth of free books (retail value) were given to the Club's members—given, not sold!

BOOK-OF-THE-MONTH CLUB, 385 Madison Ave., New York

Please enroll me as a member. I am to receive a free copy of A CONRAD ARGOSY, and for every two books-of-the-month I purchase from the Club, I am to receive, free, the current book-dividend then being distributed. I agree to purchase at least four books-of-the-month from the Club each full year I am a member; and I may cancel my subscription any time after purchasing four such books from the Club.

Name..... Please Print Plainly A2210

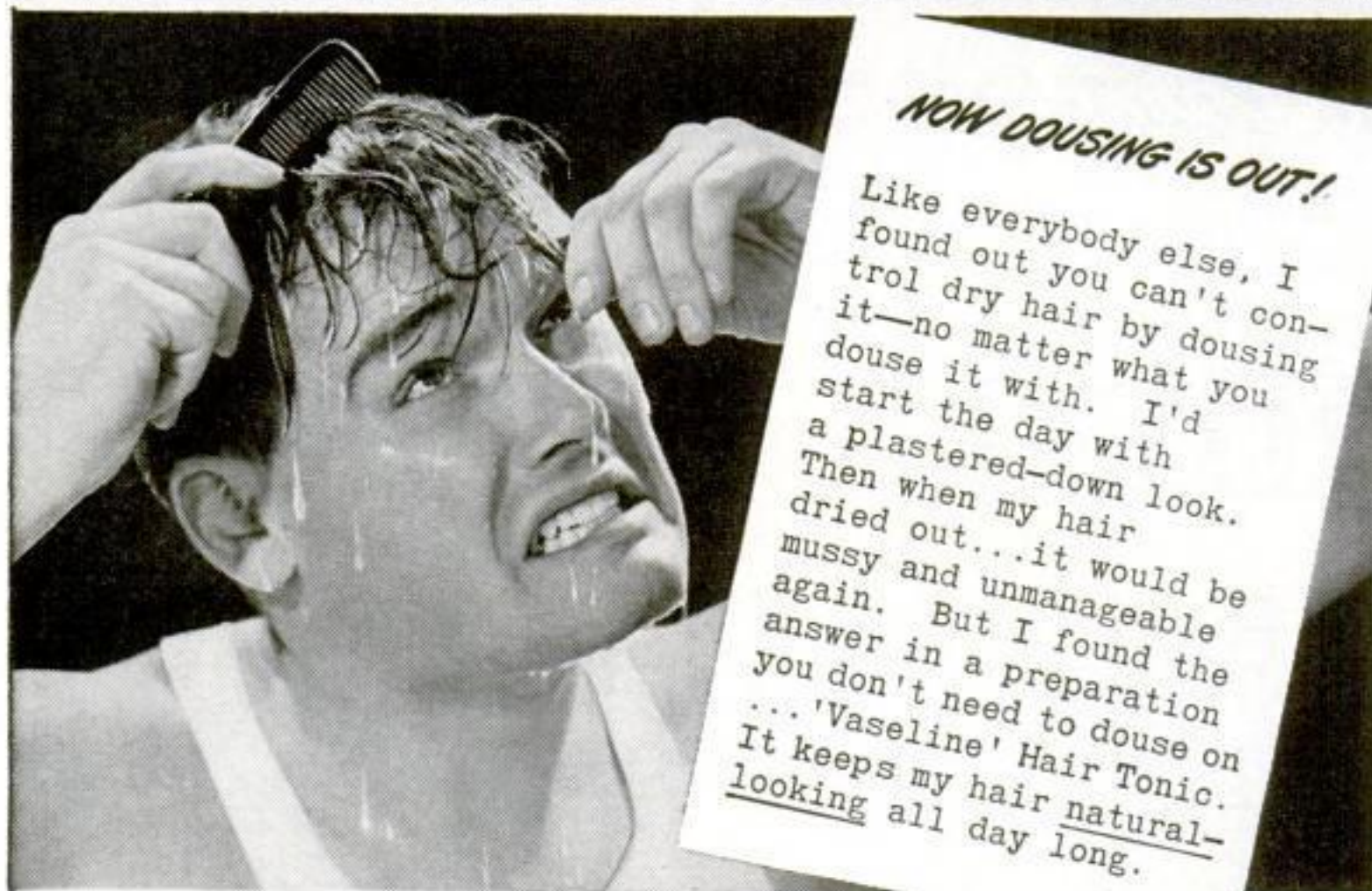
Address.....

City..... State.....

☐ **IMPORTANT:** Please check here if you do NOT want us to begin your subscription with the recent double-selection, *Victory Through Air Power* and *The Song of Bernadette*. The price of the two books, to members only, is \$3.00.

Books shipped to Canadian members, DUTY PAID, through Book-of-the-Month Club (Can.) Limited

**"My hair looks better since
I stopped dousing and
started to check dry scalp!"**



WHAT AN IMPROVEMENT!

A few drops of 'Vaseline' Hair Tonic on my comb each morning does the trick. Frequently, too, I put a little on my fingertips and rub it on my scalp. This not only gives my hair a natural, healthy appearance and makes it easy to comb...but it checks dry scalp and loose dandruff because it supplements natural scalp oils.

Whenever I wash my hair, I first massage with plenty of 'Vaseline' Hair Tonic...then rub a little on my scalp after the shampoo. Now my hair looks good...and my scalp feels good. I say try it!



FOR DOUBLE CARE • BOTH SCALP AND HAIR!

'Vaseline' Hair Tonic is different, containing no ingredient that has a drying effect.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

COPR. 1942, CHESBROUGH MFG. CO., CONS'D.

**LETTERS
TO THE EDITORS**

(continued)

have been in constant danger and know their relatives are in German or Japanese hands. Moreover we are not sailing on ships of our allies, the British Merchant Navy, as you said, but on ships flying our own good old red, white and blue Dutch flag. We are better paid than the British sailors and have better social provisions than even the Americans. One thing more—we do not like to be called "foreign" seamen. We feel that we are fighting a war together with you and prefer the word "allied."

P. VAN DEN BERGE

American Branch of the
Dutch Seamen's Union
New York, N. Y.

● While it is true that most Dutch seamen sail on ships of Netherlands registry, the particular seamen pictured in LIFE's story were in the British Merchant Marine.—ED.

BARN ART

Sirs:

Wisconsin has no monopoly on art-loving farmers (LIFE, Sept. 28).

In New Hampshire another farmer used less art but more originality in constructing a life-size, three-dimensional



NEW HAMPSHIRE MAILBOX

Holstein that holds his mailbox upon her horns (see cut). We have photographed many mailboxes but this tops them all in originality.

HOLGER and DOROTHY
VAN ALLER

Saratoga Springs, N. Y.

Sirs:

I admired your barn murals and thought you might be interested in mine.

I wanted a large flag so I hit on the idea of putting one on my shop (see cut). The eagle, minute man and Jap were af-



PATRIOTIC BARN MURAL

terthoughts. The flag is 12 ft. long and 6 ft. wide. Building is 16 ft. and is my sign shop at present.

H. C. SPURLOCK

Liberty, Mo.

CENSORSHIP

Sirs:

Congratulations to LIFE and LIFE's Photographer Margaret Bourke-White for the excellent pictures of the famous old lord's castle, now occupied by an American command. So cunningly were the family portraits, the leaded windows, the grillwork, etc., concealed, that even I didn't recognize the place.

But look, chums, they (the censors) allowed a picture of the old boy's daughter to slip through for publication, and

(continued on p. 6)

**NEVER NEGLECT
BLEEDING GUMS**

this may mean

GINGIVITIS



**4 OUT OF 5 may get it
Often Leads to Pyorrhea**

One of the enemies of healthy, good-looking teeth and firm gums is Gingivitis. Some of the first signs to watch for are tender, bleeding gums.

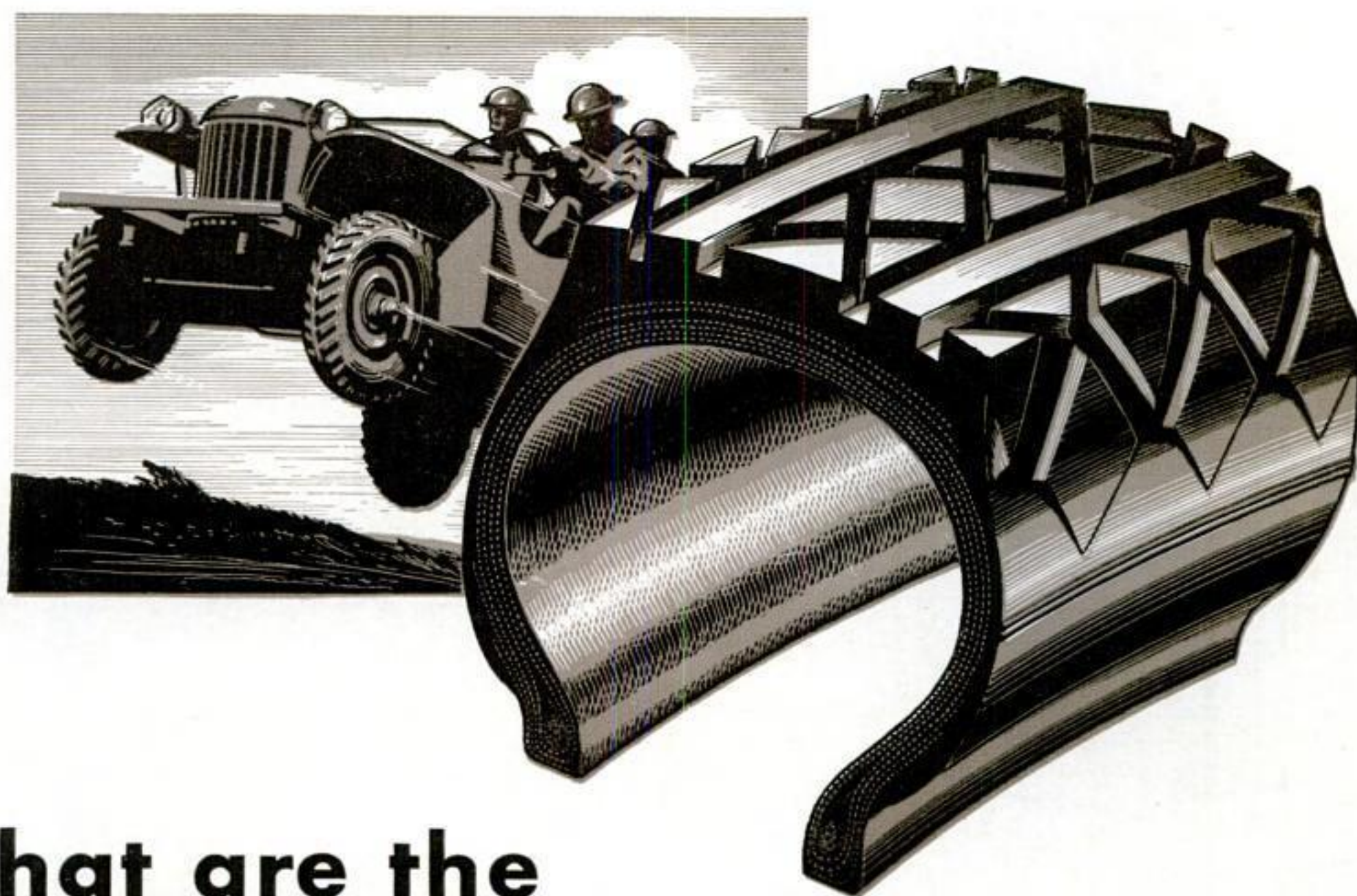
Although a mild gum inflammation, if neglected it often leads to Pyorrhea with its receding gums and loosening teeth which only your dentist can help. See him every 3 months. Then at home one very best way to help guard against Gingivitis is to massage your gums twice daily with Forhan's Toothpaste.

**The First and Original
Toothpaste for Massaging Gums**

Forhan's—the formula of Dr. R. J. Forhan—is unexcelled for both massaging gums to be firmer and for cleaning dull, dingy teeth to their natural bright sparkling beauty. Forhan's also helps remove that acid film that so often starts tooth decay. Get Forhan's today. Note the difference! At all drug, department, and 10¢ stores.



FOR FIRMER GUMS—CLEANER TEETH



What are the facts about SYNTHETIC TIRES?

RIGHT now the most important fact of all is that you cannot buy tires made of synthetic rubber at any price.

That is because every ounce of Goodyear's synthetic Chemigum and similar materials that can be produced is needed for military purposes, and will be for a long time.

But after new plants now building as part of the government program are in operation, and a surplus becomes available for civilian needs—in *perhaps another year or two*—you can count on this:

Passenger car tires built of Chemigum will give you, under normal driving conditions, slightly longer tread-wear than the best natural rubber tires you have known.

That was proved in road tests conducted back in 1940 when Goodyear had already been building Chemigum tires in limited

quantity for more than two years.

But it does not hold true, as yet, in the case of large truck tires, because of the extreme heat (above 200° F.) generated in such tires by heavy overloads and sustained high speeds. At high temperatures Chemigum loses strength and toughness, reducing its serviceability.

It must be remembered, however, that heat failures were long the plague of natural rubber truck tires, until gradually eliminated by improvements in compounding. Similar advances can be expected in synthetic truck tires.

But above all, the fact to keep in mind is this: out of the experience Goodyear is now gaining in building synthetic tires and other rubber needs for the Army and Navy, still better

Chemigum products are already coming and at considerably lower cost.



THE GREATEST NAME IN RUBBER
GOOD YEAR

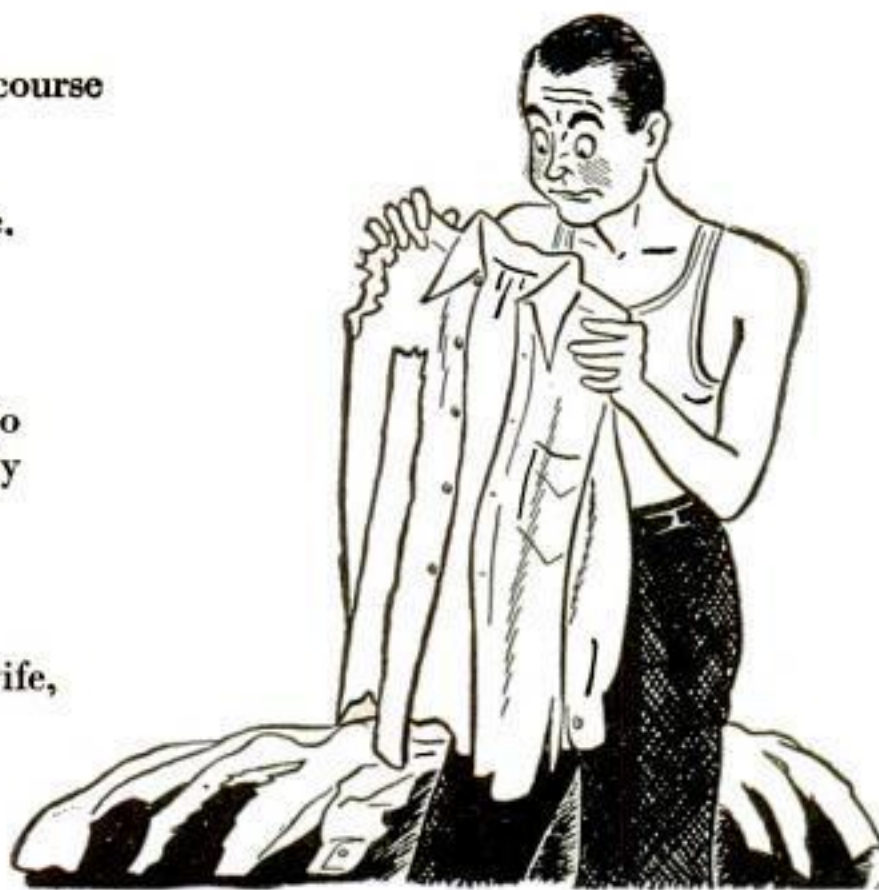
Chemigum—T.M. The Goodyear Tire & Rubber Company

HENRY'S WIFE's taking her first-aid course
Was like divorce.
She was always out somewhere
Tourniqueting here, cauterizing there.

It wasn't only
Being lonely
That Henry resented:
His wife kept pilfering his white shirts to
make bandages out of and his supply
was quite perceptibly dented.

But therein lay
What saved the day.

To replace the shirts pinched by his wife,
Henry bought some Arrows, the
first in his life.



They worked a miracle,
Or, if you don't believe in miracles,
something pretty near-ical.

The Arrows had collars that looked so
good on him
And the "Mitoga" figure fit was so trim
(knock wood) on him
And the fabrics were so well woven and
so lustered
That Henry looked as smooth as a cup
of custard.



(Also, though this is not an integral
part of the fable,
These Arrows were guaranteed not to
shrink even 1% — they have the
Sanforized label.)

Well, in a word,
Henry looked so swell that his wife could
not help noticing what had occurred.
She liked the looks of his shirts so much
She resolved a course of mustn't-touch.
What's more, realizing for the first time
in a long while how attractive
Henry was, she got far more clubby
With her hubby.



And then one night, while they were
pitching woo
She convinced Henry to take up First
Aid too.
So they are now out together studying
cases of everything from arterioscler-
osis to sneezes
And for bandages they're using strips
of Henry's wife's chemises.



ARROW SHIRTS

See: HITT • TRUMP • DALE

A new shirt free if one shrinks out of fit!

Cluett, Peabody & Co., Inc., Troy, N. Y.

★ BUY U. S. WAR BONDS AND STAMPS ★

LETTERS TO THE EDITORS

(continued)

even though she isn't a Lana Turner,
were I one of those so-called cultured
Germans the censors were trying to
stump, I think it quite likely I would
recognize the offspring of the famous
lord before recalling such ancient items
as family portraits, leaded windows,
grillwork. But then I always was a
brainy little cuss.

TED GUNN

Saskatoon, Saskatchewan

SISTER KENNY

Sirs:

Congratulations on the splendid illus-
trated study of Sister Kenny at work
(LIFE, Sept. 28). Many parents of
Memphis are grateful to her since she
has made it possible for the children
stricken here this year to be treated by
her method, and she herself spent three
days with us. Twenty-two children have
gone home from the hospital. Of these,
19 appear to be fully recovered. Sister
Elizabeth Kenny will go down in his-
tory as a real scientist.

W. D. BURKHALTER, M.D.

Health Department
Memphis, Tenn.

Sirs:

A great deal of praise is due to Sister
Kenny, for she has been able to break
through a certain dogma in our own
medical circles concerning the treatment
of infantile paralysis. But her method is
not new in this country by any means.
Dr. John A. Toomey of Cleveland, Ohio,
has been using in principle "her" method
of treatment for many years, namely the
application of heat to the muscles in-
volved, combined with early passive mo-
tion of the limbs and early muscle re-
education. Dr. Toomey's final results
are as good as those of Sister Kenny, as
is evidenced by the records at City Hos-
pital in Cleveland.

H. E. HAMILTON, M.D.

Oak Park, Ill.

WILLKIE TOUR

Sirs:

The pictures of Willkie on tour (LIFE,
Sept. 28) were wonderful—just what we
were waiting for. Many thanks to LIFE.
This man Willkie sure does get around!

A. J. MATHEWS

Dorchester, Mass.

LOU GEHRIG

Sirs:

In the Sept. 28 issue of LIFE in the
story on Lou Gehrig, you published a
picture of the bust of Gehrig that stands



WESCOTT'S LOU GEHRIG

in the anteroom at Yankee Stadium.
The bust is the work of Sculptor Bill
Wescott. Why not give him credit?

ROBERT SAUNDERS

New York, N. Y.

MODERN LIVING

Sirs:

Your article about children's war
scooters (LIFE, Sept. 28) was cap-
tioned "Modern Living." So that's your

AND IS JANE'S
COFFEE ALWAYS
THIS DELICIOUS?

YES! SHE CAN'T
MISS WITH HER
Sunbeam
COFFEEMASTER
It's Automatic!



SET IT FORGET IT

- Shuts itself off
when coffee is done!
- Re-sets itself
to keep coffee hot!



Sunbeam AUTOMATIC COFFEEMASTER

BY THE MAKERS OF SUNBEAM MIXMASTER

Coffee is ALWAYS perfect when Coffeemaster
makes it because everything is Automatic. No
watching. No guesswork. You simply put in
the water and coffee, set the switch and forget
it. Coffeemaster automatically *shuts itself off*
when the coffee is done, and then re-sets itself
to keep the coffee piping hot. Whether you
make one cup or eight, the water is always at
the correct high heat, and the brewing time is
always uniform—secrets of a perfect brew. No
glass bowls to break, either.

• Many dealers have Coffeemaster, but if your dealer
should not, it is because of the "all out" war produc-
tion program at the Sunbeam factory. In such a case,
put Coffeemaster on your "VICTORY LIST" of
things to get first when peace returns. (We'll con-
tinue to advertise so you'll remember.)



IT'S SIMPLE AS A • B • C
A Put in the water and coffee.
B FLIP THE SWITCH AND FORGET IT. In a few minutes *click!* it shuts itself off, then re-sets itself to keep coffee hot.
C LOVELIEST OF SERVERS by simply removing brew-top.

CHICAGO FLEXIBLE SHAFT CO., Dept. 53, 5600 Roosevelt Rd.,
Chicago, Canada Factory: 321 Weston Rd., S., Toronto.
Over Half a Century Making Quality Products

(continued on page 8)

DIVE BOMBERS BEWARE—

the will get you if you
don't watch out!



Deep-laden with the needs of besieged humanity the convoy moves . . . with maddening but majestic slowness . . . rising and falling to the surge of the gray sea's heavings . . .

Suddenly from nowhere out of the sky come infuriated hornets bent on effecting its destruction. The raiders go into their dives—10,000 feet . . . 7,000 . . . 4,000 feet . . .

. . . with a roar the convoy's batteries of anti-aircraft cannon speak out with vicious voice. Explosive shells at the incredible rate of per minute throw a protective curtain about the convoy.

The lead plane disintegrates into a blazing streak, while its companions veer off to hunt less deadly victims.

They know from bitter experience what high Allied Naval authorities have reported: "The anti-aircraft cannon is the best defense yet devised against dive bombers."

And because the safe and speedy transportation of arms and men to the far-flung theatres of war is of supreme importance today, we recall with satisfaction that the manufacture of this

hard-hitting weapon was the *first* of Pontiac's war assignments—undertaken ten months before Pearl Harbor.

At this writing its production is taking place at the maximum specified daily rate—*months ahead of schedule*—with the cannon itself having been improved by redesign and considerably reduced in price to the government.

Yet only a fraction of Pontiac's productive power is being devoted to this single activity. In other Pontiac plants—both new and converted—the lessons learned in the manufacture of over two million automobiles are being applied with similar success to pro-

jects of similar importance and complexity.

Ranging from automatic field guns and instruments of aerial attack comprising over 4,000 precision parts, to tank units, power plant assemblies and vital transport mechanisms, they call for skill, ingenuity, zeal and devotion to duty of the highest order.

And that is the order of the day—*every day*—at Pontiac!



Seeking to cooperate fully in the war effort, Pontiac has voluntarily censored this advertisement.



VICTORY IS OUR BUSINESS

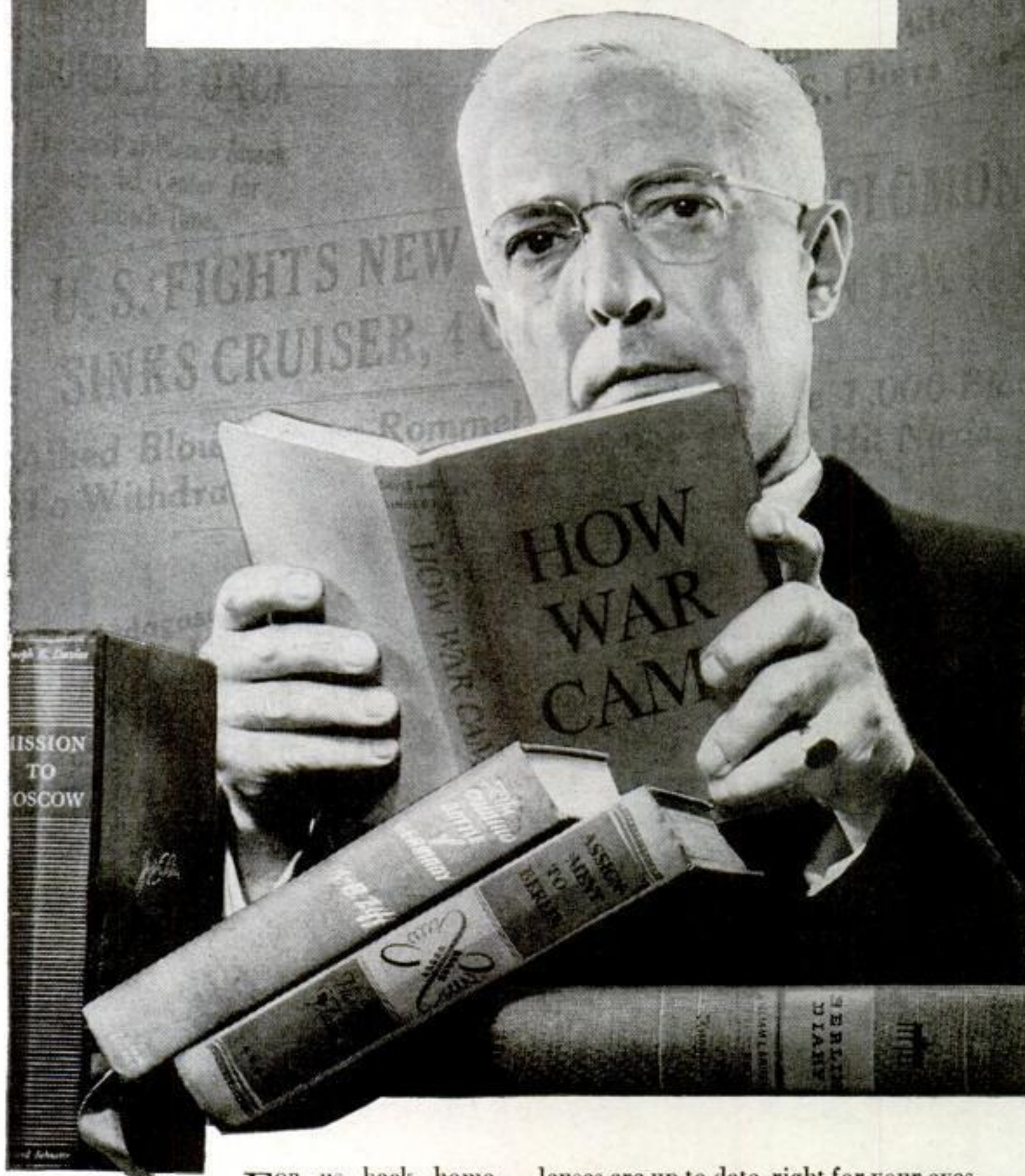
PONTIAC



DIVISION OF

GENERAL MOTORS

Can your eyes afford a war?



FOR us back home, this is a war in black and white. Armies move, battles are fought, victories are won, through anxious eyes scanning printed words.

Black words on white paper. But the white far exceeds the black in area, and white reflects, throws much of the light you read by straight back into your eyes—more light than they've ever been accustomed to before. For never, perhaps, have you read so much with such concentration.

How are your eyes taking it?

All eyes are sensitive to glare—some more, some less. If you've been having headaches, if your eyes smart, if they get tired too quickly, there may be trouble ahead!

So first, have your eyes examined, to be sure your vision is fully corrected. If you already wear glasses, be sure your

lenses are up to date, right for your eyes as they are *now*—for eyes do change from year to year.

Ask about Soft-Lite

And, second, get competent professional advice to see if you need *extra* protection from glare.

If so, ask about Soft-Lite Lenses. Soft-Lite Lenses have brought eye comfort to thousands, because they filter out glare, neutralize brilliance. Ground to your prescription, they are restful, make work less tiring, permit you to read more without fatigue, help you get more out of your reading, because the reduced eyestrain helps concentration.

Soft-Lite Lenses are slightly flesh-toned. Thoroughly scientific in what they do for you, they are better-looking, less conspicuous than ordinary lenses.

If your eyes are tired tonight, ask about Soft-Lite tomorrow!



SOFT-LITE LENSES are made by Bausch & Lomb from the highest quality optical glass. Their exclusive, scientific formula controls the amount of light reaching the eye to neutralize glare, absorb excess light, and protect eyes against eye-strain and fatigue. Literally, they put eyes on a "light diet". Soft-Lite Lenses do not alter color values or visual sharpness in any way.

There is only one Soft-Lite—identified by this certificate.

Soft-Lite Lenses

Made By Bausch & Lomb Solely For The Soft-Lite Lens Co., Squibb Bldg., New York



LETTERS TO THE EDITORS (continued)

idea of modern living! Spending up to \$40 and not under \$20 for some pieces of wood, just to satisfy the whim of some kid. Pretty expensive playing for a nation in a war for its very existence!

DICK PRICE

Oklahoma City, Okla.

HOLLYWOOD IN ALEUTIANS

Sirs:

Your Aleutian Islands pictures (LIFE, Sept. 28) were excellent. These Signal Corps pictures were photographed in the Aleutians by three rather well-known Hollywood figures—Lieutenant Ray Scott, cameraman and director of the



SCOTT, ZANUCK & BUCK

Chinese epic, *Ku Kan*; Lieutenant Jules Buck, noted still photographer; and Colonel Darryl F. Zanuck, famous producer. I am enclosing herewith photo of the three taken in the far North.

T. A. DORANT

Hollywood, Calif.

LIEUTENANT POWERS

Sirs:

Your Sept. 21 issue gave me a feeling that I've never quite experienced before.

You carried a story of Jack Powers, naval aviator, who died in action in the Coral Sea Battle. That man was more than my friend—he was my shipmate. We flew many hours together, made liberties in strange towns and foreign ports. Several times he kept me out of trouble, and for many months he tutored me in his room nights, preparing me for a commission. That he was far my superior, being a Lt. (J. G.) and I a petty officer—Aviation Radioman 3/c—made no difference. Our friendship went deeper than that. Perhaps you know now, the feeling I spoke of. But for fate, I would probably be where Lt. Powers is now, for we were assigned to the same plane.

When the war broke on Dec. 7, every man in the squadron knew we would be sent to the war zone.

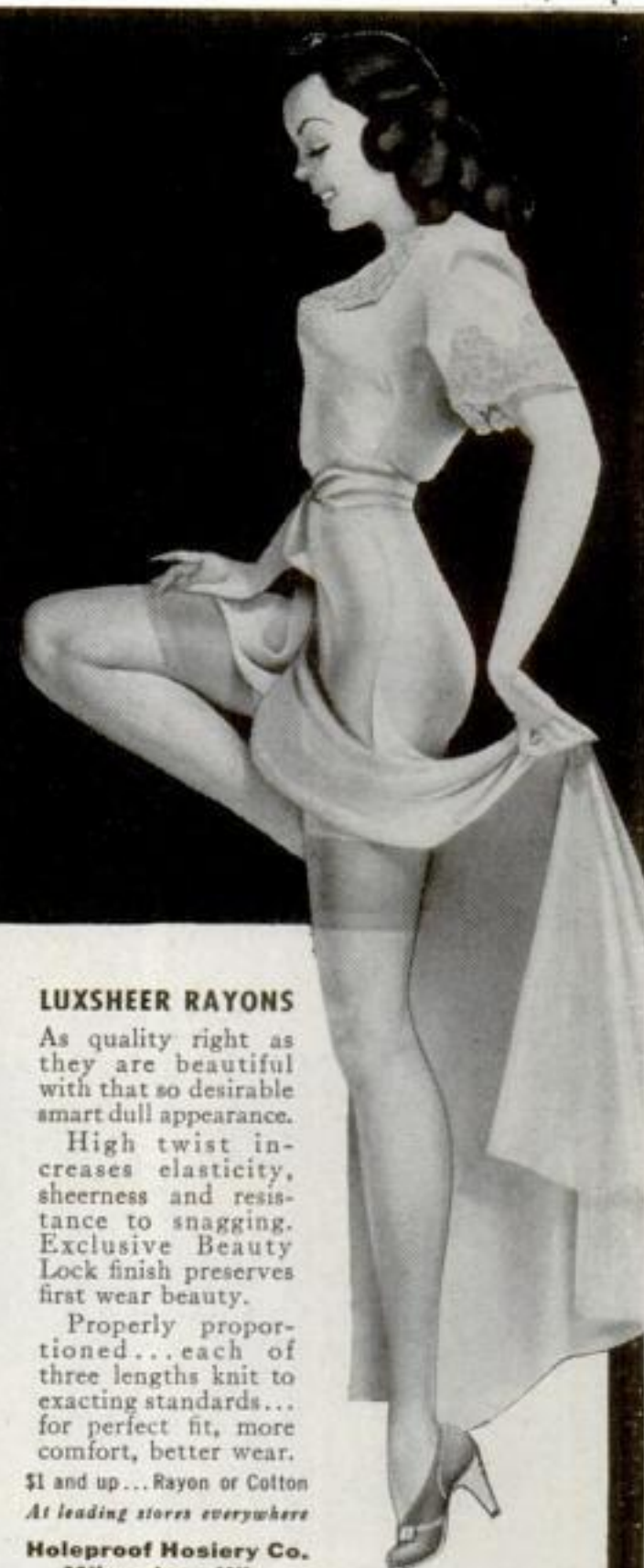
But fate had her finger on me. On the afternoon of Dec. 12 I was making a dive-bombing hop, and in the midst of it all I had an attack of acute appendicitis. We landed immediately, and I was taken to sick bay. I finally came out of my mental and physical spin on Dec. 14. I then learned that my squadron had packed up and moved aboard ship. It kinda takes something out of you for a while, knowing the boys you shared your life with, some of whom are closer to you than your hide, are going to war without you, and knowing that some won't come back.

So that's fate. Lt. Powers, the man I should have been with, has put it in the hangar for the last time, and I'm down here, still alive and flying.

In closing—salute to Lt. Jack Powers and to the valiant men of Bombing 5. They were my shipmates and I'm proud because of it. My goal now—Pensacola and the commission Jack Powers was tutoring me for. Then, if only my faithful Irish luck will hold out, a fighter squadron and a chance to carry on where he left off.

LONNIE WHITLOCK
Aviation Radioman 2/c

Banana River, Fla.



LUXSHEER RAYONS

As quality right as they are beautiful with that so desirable smart dull appearance.

High twist increases elasticity, sheerness and resistance to snagging. Exclusive Beauty Lock finish preserves first wear beauty.

Properly proportioned...each of three lengths knit to exacting standards...for perfect fit, more comfort, better wear.

\$1 and up...Rayon or Colton
At leading stores everywhere

Holeproof Hosiery Co.
Milwaukee, Wis.

HOLEPROOF

Fine Stockings

Outstanding ORANGE Flavor



5¢

FOUNTAIN FAVORITE FOR YEARS NOW...IN BOTTLES, TOO



Henry
means "home ruler"



Valerie
means "healthy, robust"



Caesar
means "having much hair"

WHAT'S IN A NAME?

Jason
means "a healer"



Ethyl
is a trade mark name



It stands for antiknock fluid made only by the Ethyl Corporation. Oil companies put Ethyl fluid into gasoline to prevent knocking.

The Ethyl trade mark emblem on a gasoline pump means that Ethyl fluid has been put into high quality gasoline and the gasoline sold from that pump can be called "Ethyl."

WHAT DOES YOUR NAME MEAN?

The meanings and origins of over 900 masculine and feminine names are given in the fascinating illustrated booklet, "What's in a Name?" It's free—no obligation—just mail coupon.



*Send for
free illustrated
book of names*

ETHYL CORPORATION
Room 3512, Chrysler Building, New York City
Please send me a free copy of "What's in a Name?"

Name _____ (PLEASE PRINT)

Address _____

City _____ State _____

SPEAKING OF PICTURES . . .

. . . THESE WERE STAGE HANDOUTS IN THE 1880'S

Fifty years ago Frederick H. Meserve began to collect old photographs. Today his collection totals some 200,000 prints, many of them still uncatalogued. Most famous items in his collection are the Brady pictures of Lincoln and the Civil War. Most numerous,

perhaps, are his theatrical photographs of which he has more than 75,000. The pictures on these pages are fair samples from that section of the Meserve collection.

These old time card photos are of actors and actresses performing in New York in the 1880's. They

look funny today but when they were taken they had a serious purpose as their subjects gave them away to admirers by way of advertising themselves and their shows. The old expression "He's a card" derives directly from the antics that appear in such photos as these.



Falk RAMIE AUSTEN, as the "BARTHOLOMEW STATUE OF LIBERTY," 949 BROADWAY, N. Y.

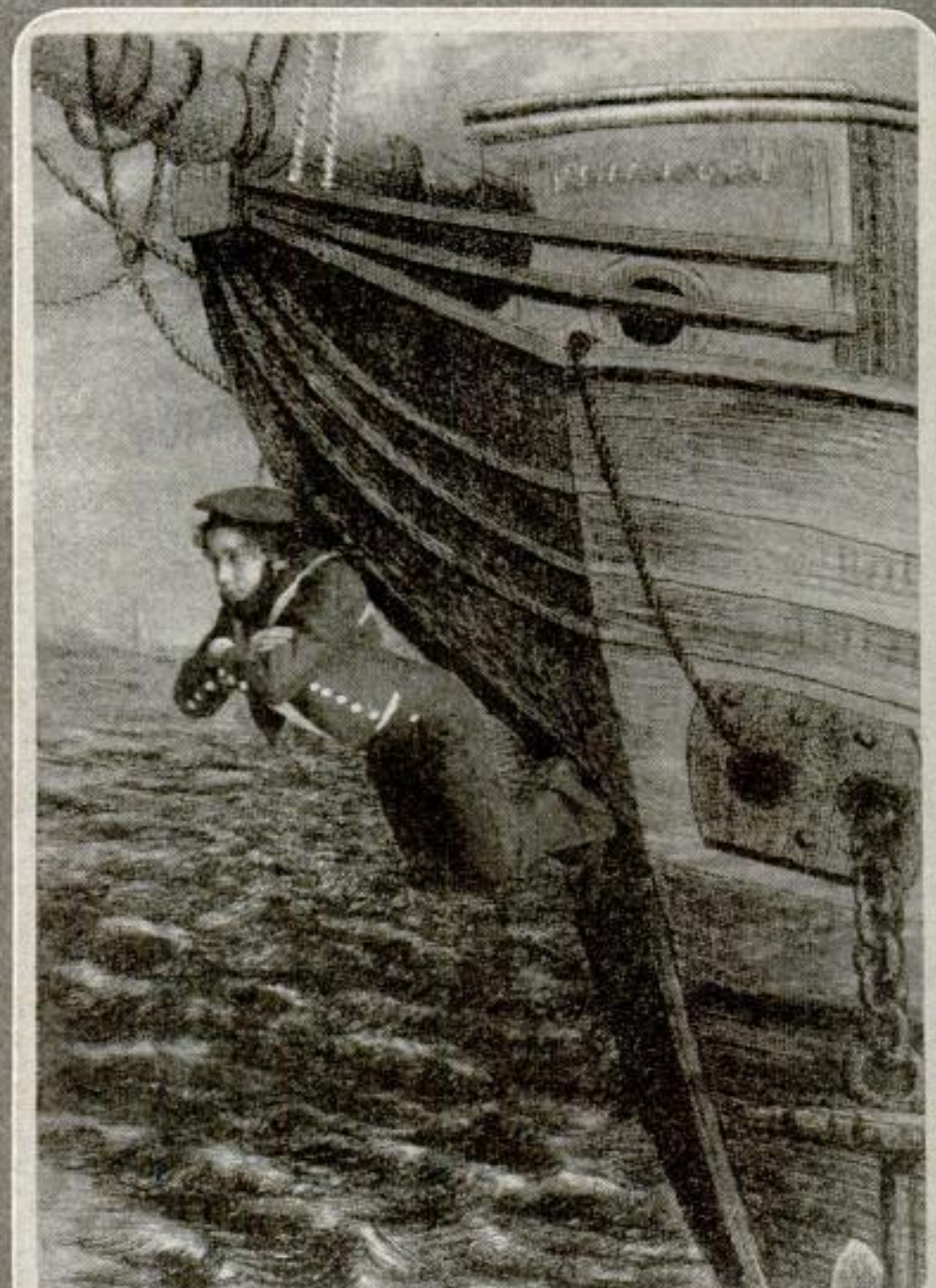


Falk MRS. CHARLES WATSON, "But she swung—far out. The city seemed a speck of light below." THE CHURCH 949 BROADWAY, N. Y.



Falk 949 BROADWAY, N. Y.

SOME FAVORITE POSES WERE PATRIOTIC LIKE RAMIE AUSTEN'S STATUE OF LIBERTY. LITERARY LIKE MRS. WATSON ACTING OUT ROSE THORPE'S POEM. RIGHT IS CLASSICAL MONTAGE



Falk 1810 CHESTNUT ST.



GIBNEY & SON, 811TH AVE. N. Y.

OTHER ACTORS PRESENTED SCENES FROM THEIR PRODUCTIONS LIKE THE AMAZING FIGUREHEAD ON H.M.S. "PINAFORE." ACTRESS AT FAR RIGHT RE-ENACTS DRAMATIC DEATH SCENE



SURPRISE IN MANY FORMS WAS ANOTHER FAVORITE. "GUESS WHO" AND "STEALING A KISS" WERE COMEDY PHOTOGRAPHS WHILE "THE LITTLE STRANGER" WAS STARK MELODRAMA



STIFF POSES IN UNNATURAL POSITIONS AND IN FANTASTIC COSTUMES WERE STOCK IN TRADE FOR ACTORS. IN MOST OF THE PICTURES A GAUDY BACKGROUND WAS USED FOR EFFECT



ALL LEG ART IN THE 1880'S WAS COY AND CORNY. THESE BUXOM STAGE BEAUTIES WORE HIP-LENGTH STOCKINGS AND FROZEN SMILES AS THEY POSED ON "PICTURE GALLERY" PROPS



What is America's *NEXT* great industry?

A symbolic interpretation of the television science. The television transmitter apparatus converts optical images into electronic signals. The human eye is the image to be televised. In the center of the illustration, the pattern of the signal representing the eye (with the actual eye symbolically superimposed) appears on the oscilloscope.

THERE is just one task before the American people today and that is to win the war, quickly and decisively.

When peace comes a new and brighter world will open up. Many marvelous things await the day of Victory; among them, the fulfillment of a great dream — *television in the homes of the nation.*

Farnsworth was a pioneer in television research and development. Today our laboratories and plants are engaged to the limit of capacity in producing fine electronic equipment for our armed forces all over the world.

But progress in television has not halted. Out of Farnsworth's work for the nation is rising a surer knowledge of this miraculous science; and Farnsworth is bringing to its work the knowledge gained through 15 long years of research and discovery, and 14 years' experience in the precision manufacture of the Capehart Phonograph-Radio.

Consider the part television will play in the conversion of our national economy from a war-time to a peacetime basis. After the war television may duplicate the spectacular growth of the automobile industry, which did so much

to pull America out of the depression that followed the first World War.

Until that day comes, few can enjoy the pleasures of television. But you can prepare for an earlier tomorrow by buying War Bonds *now!* The Government needs your investment, and you, too, will be building soundly for the future, when you may want to purchase a home, a car, an airplane, a television set.

Meanwhile, watch Farnsworth. It is our purpose that the name of Farnsworth shall loom bright and clear upon the future's magic screen — television.

• Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

Ed. Michael
President
Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

FARNSWORTH TELEVISION

SPEAKING OF PICTURES

(continued)

Much of the stiffness apparent in these pictures is due largely to the photographic technique of the period. When these pictures were taken, in the 1880's, glass plates were used and exposures from ten to fifteen seconds were needed. People posing for their pictures had to have their heads clamped in iron head rests to prevent movement.



NEIL BURGESS DOES A COMEDY POSE SUSPENDED BY WIRES FROM CEILING



A TYPICAL FAMILY ACT IS PHOTOGRAPHED IN FAMILIAR LADDER POSE



COMEDIAN DOES A THREE-PART GAG OF HIS FIRST CIGARET SMOKE

Carl slows down factory operation!



CARL NEEDS A LAXATIVE, but he has to show the men at the plant how to operate some new machines.

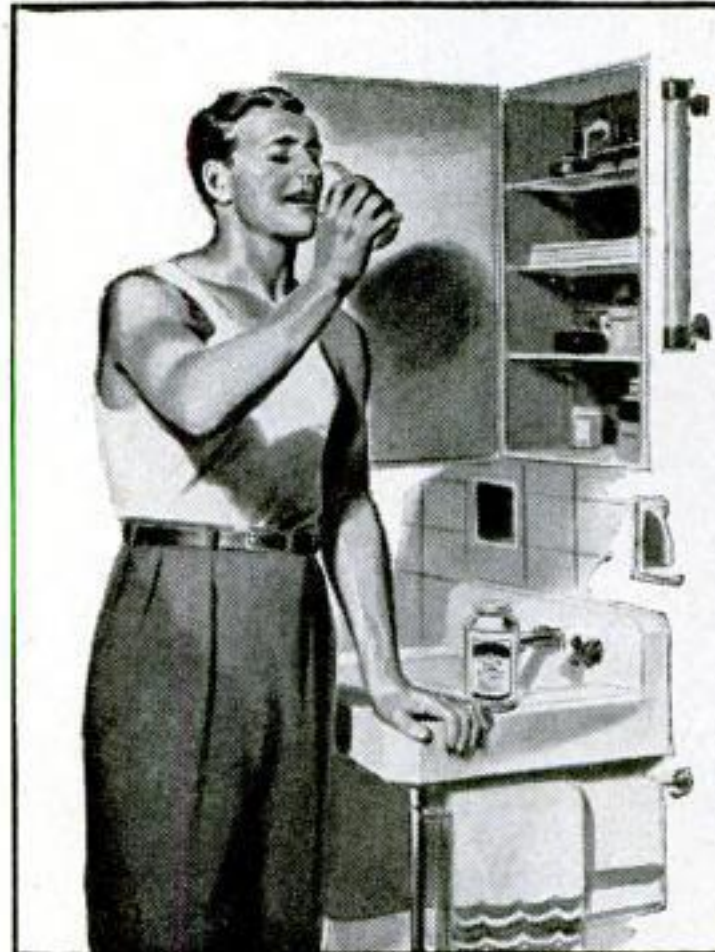
"Interruptions won't do," Carl figures. "Even man-minutes count today!"



HAVING POSTPONED needed relief, Carl fumbles, can't seem to explain things clearly.

"I slowed things down all along the line," he confides to Mrs. Carl when he gets home, all in.

John wins production award!



JOHN NEEDS A LAXATIVE. He's training a group of new workers, too.

But—to feel better faster—John takes speedy Sal Hepatica, which usually acts within an hour.



BY THE TIME HE GETS TO WORK, John feels more like himself. He tries a new production scheme. His trainees get the idea fast. And John gets the plant award for stepping up production.

Whenever you need a laxative—take gentle, *speedy* Sal Hepatica

TODAY—when man-hours and man-minutes count—it's your duty to keep fit.

So don't put off till evening the laxative you need in the morning. Take gentle, speedy Sal Hepatica.

ity... helps turn a sour stomach sweet again, too.

Three out of five doctors, recently interviewed, recommend Sal Hepatica!* Next time you need a laxative, take this sparkling, speedy saline. Remember, it's up to all of us to keep fit!



Sal Hepatica acts by attracting needed liquid bulk to the intestinal tract—with no discomfort, no griping. It helps counteract excess gastric acid-

*Here are the active ingredients of Sal Hepatica: sodium sulphate, sodium chloride, sodium phosphate, lithium carbonate, sodium bicarbonate, tartaric acid. Your doctor knows best. Ask him about the efficacy of this prescription.

SAL HEPATICA

Product of Bristol-Myers

"TIME TO SMILE"—Tune in Eddie Cantor Wednesdays at 9 P. M., E. W. T. (Beginning September 30th).

How to be a "KNOCK-OUT"



KO'd by Water Frequent dousing with water "knocks out" natural oils—leaves hair brittle, bushy, unruly. Let Kreml keep your hair *neatly* in place all day long.

KO'd by Grease

"Patent-leather" hair was "counted out" a generation ago. Besides, too much oil tends to smother your scalp. Kreml keeps hair looking soft, lustrous, well-groomed.



KO'd by Neglect

A fast work-out every day with Kreml helps check excessive falling hair, removes loose dandruff scales, relieves itchy scalp.



O.K'd by KREML!

You're sure to look like a champion if you keep your hair correctly groomed with Kreml. Kreml helps keep your scalp clean, lets your hair look its *natural* best. "Head" for Kreml today!



Ladies! Kreml Hair Tonic keeps coiffures lovely, lustrous . . . conditions your hair *before* and *after* permanents.

FOR A FINE SHAMPOO try gentle Kreml Shampoo, made from an 80% olive oil base. Its billowy suds cleanse thoroughly, leave your hair more manageable.

You can get a Kreml Shampoo or an application of Kreml Hair Tonic at your barbershop . . . or bottles for home use at your drugstore.

DON'T USE WATER USE
KREML

REMOVES DANDRUFF SCALES
HELPS CHECK EXCESSIVE FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE

LIFE'S REPORTS

JAPAN'S "DIVINE MISSION" TO RULE

by PAUL M. ANDERSON

Mr. Anderson knows his Japanese from more than 20 years of observation in the Orient. He went to Shanghai after the last war, was for many years a successful businessman and head of the Red Cross there. He was imprisoned for five days in the notorious Bridge House, returned to the U. S. on the exchange ship *Gripsholm*.

To understand the position and the spirit of the Japanese Army in the present war requires, I believe, an understanding of the history and philosophical background of the Japanese people. Their success in arms, their warlike spirit, their aggressiveness and their "do or die" tactics cannot be explained on the basis of pure military morale.

Japanese apparently absorb with their mothers' milk a belief in their destiny in world affairs. The basis of this is what is known as the Amaterasu theory. Amaterasu was the sun goddess from whom sprang Jimmu Tenno, the first emperor of Japan, the founder of the unbroken dynasty which has continuously ruled Japan and the father of the entire Japanese race. Because of this imagined fatherhood, every Japanese naturally believes that he is of divine origin and has the superior qualifications which obviously would derive from such a descent. This belief is held openly by probably 95% of the Japanese people.

Since the beginning of the war with China in July 1937, this theory has been vigorously taught in Japanese schools. On the 6th and 18th of each month, millions of Japanese schoolchildren assemble at the Shinto shrines and worship, reviving the old ceremonial songs and dances. This Shinto or emperor worship carries with it an attempted revival of the old virtues practiced by the samurai, which had been allowed to fall somewhat into the discard during the period when the Japanese were adopting Western ideas and civilization. When Commodore Perry so

WAKE UP YOUR SCALP!



Look Better. Feel Better.

Want better looking hair? Want to avoid the embarrassment of falling dandruff scales? Itching scalp? Then you need Vitabrush and you need it *now*! Doctors and competent scalp authorities have long recommended *brushing* . . . vigorous, frequent, regular *brushing* as the approved and sensible way to care for the hair. Vitabrush gets your scalp *really* clean and stimulates the life-giving blood supply *in your scalp*. Not just theory—you see and feel the results right away.

Vitabrush is *not* a vibrator. It is an electric-powered scalp brush that makes easy, quick and pleasant the *kind of brushing* needed to *get results*. By electric power it turns 20 minutes of tedious, tiring, hand-brushing into 3 minutes of fun. Restful, pleasant, satisfying. Appreciated by the entire family.

Vitabrush is sold on a positive guarantee of satisfaction or money back. You need not risk a penny to try Vitabrush and judge for yourself. Don't delay. Write today for full information. Hershey Manufacturing Company, 133 South LaSalle Street, Chicago, Illinois



Doctors Tell You Brush your scalp to aid your hair. Brush it vigorously, frequently, regularly. Brushing cleans the scalp and stimulates the blood supply.



Nothing in World like Vitabrush Vitabrush produces 5000 vitalizing cyclic strokes per minute, not possible by any other means.



Saves Effort, Time, Money Vitabrush turns drudgery of scalp care into fun. It takes but a few minutes a day.



A CANARY delights

ANN RUTHERFORD

20th Century-Fox star appearing in

"ORCHESTRA WIVES"

And you, too, will welcome the joy a Canary can bring to brighten these troubled days. Buy a Canary and keep a song in your home! Be sure to feed your Canary FRENCH'S Bird Seed and Biscuit . . . the 4 to 1 Hollywood favorite, and the largest-selling brand in the U. S.



OWN A CANARY—THE ONLY PET THAT SINGS

On the job with America



Health authorities warn that bad teeth and the common cold steal more hours from production than any other causes. And bad teeth probably account for more serious illnesses, more total time lost. To defend your home and job against sickness is your American duty. Your nation needs its health to win!



Proper care of the teeth plays a vital role in our nation's physical fitness program. Clean, sound teeth and a healthy mouth can go far toward keeping our country in top physical condition.

"Just any" toothbrush won't do this job. It calls for the *finest* toothbrush money can buy—a Dr. West's Miracle-Tuft. For only this supreme cleansing instrument offers the efficiency of "Exton" brand bristling, the extra health-guard of surgically sterile packaging, the genuine economy of a *full year* of effective service.

Today your family's health needs the protection of a squad of Miracle-Tuft brushes hanging in your home bathroom, ready to go to work against dental disease and the germs of illness that lurk in the mouth. Get your Miracle-Tuft Toothbrushes now at your favorite drug counter.

ONLY MIRACLE-TUFT OFFERS these exclusive advantages

1. "Exton" brand bristling for longer life, more efficient tooth-cleansing.
2. Surgically sterile glass packaging—germ-free delivery to you.
3. A full year of effective service for you, proved by millions of sales.



*And at 25¢, the super value
brush of the day...*



DR. WEST'S NYLON "25"—an outstanding value made possible by production-line methods. As fine a brush as it is possible to make at anywhere near this price.

Copr. 1942 by Weeco Products Company

**DROP THAT LION-SKIN
UNCLE LEM!**

One **G-E Automatic Blanket**

will keep you warm *all* night, *every* night

Lem's bedtime costume might be fine for frightening burglars or saboteurs, but it's a bit heavy for good sleeping. Too bad he hasn't heard that *one* Automatic Blanket is all you need on a bed — Winter, Spring or Fall!

Handsome, soft-napped and zephyr-light, this miraculous Blanket automatically keeps your whole bed at exactly the warmth you choose, no matter how the bedroom temperature rises or falls during the night.

And its dependable, unchanging warmth does wonders for your sleeping. You can really rest relaxed, uninterrupted by chills or overheating, your whole bed warm and welcoming. And yet — you can scarcely feel the Blanket's warmth to touch!

Of course, we're not making Automatic Blankets today — we've more important work for the Armed Forces. But the last Blankets made are now in the stores, in limited quantity. See them, and make your choice, at department stores, electric companies, and other dealers.

GENERAL  ELECTRIC

THE LAST TILL VICTORY!

After present stocks of Automatic Blankets are sold, there will be no more for the duration. Our blanket factory is devoted exclusively to electrically heated flying suits, shoes, gloves and other equipment for the Armed Forces.

• **WARMTH WITHOUT WEIGHT!** One zephyr-light Blanket instead of mountains of heavy covers. More comfort for both when two sleep together.

• **UNIFORM WARMTH ALL NIGHT!** The warmth you select, no matter what the bedroom temperature. A special blessing if you are keeping your home cooler than usual to conserve fuel!

• **The Automatic Blanket makes up like any fine blanket.** 72 x 86 inches — ample for double beds. Popular colors: Blue, Green, Cedar, Gold, Wood Rose and Beige. Washable, of course.

• **WARM BED WHEN YOU RETIRE!** No chilly sheets if you switch on the Blanket *before* retiring.

• **BED WARM ALL OVER!** No cold zones when you change position—no muscular kinks or cramps when you wake.

• **REFRESHING, RELAXING SLEEP!** Wake really rested—you haven't wasted energy trying to keep warm in bed.



Small, handsome Bedside Control connects with any convenient A.C. electric outlet. Small transformer concealed beneath bed. Blanket connection remains out of sight.

For further information or dealers' names, write General Electric, Dept. OG1021-8, Bridgeport, Conn.

\$34.50 plus excise tax. Pacific Coast and Rocky Mountain area slightly higher. Prices subject to change without notice.

CALL FOR

Perfection of Mildness

86.8 Proof
70% Grain
Neutral Spirits

Cobbs Creek

Blended Whisky

A smooth and delicious whisky, perfectly blended for longest and finest

NO BETTER WHISKY AT ANY PRICE

OUR TRADE MARK
WINDBREAKER
REG. U.S. PAT. OFF.

America's
Most Famous
Name in
Jackets

ALSO BOYS
& JUVENILES

895

A MASTERPIECE OF CRAFTSMANSHIP
SHOWER-PROOF GABARDINE
Lined with Brybro Rayon
VARIOUS COLORS, FABRICS & LININGS
AT LEADING STORES EVERYWHERE
JOHN RISSMAN & SON
MANUFACTURERS • CHICAGO

LIFE'S REPORTS

(continued)

rudely destroyed their isolation in 1853, the farseeing Japanese realized how poorly equipped they were to compete economically or in a military way with the Western world. As a result they consciously laid aside their old virtues and ideas temporarily, until they had mastered and acquired the arts, science, culture and, unfortunately, some of the vices of Western civilization.

But their leaders never lost sight of Japan's divine mission in the world. About 15 years ago the Tanaka Memorial was written and published by Baron Tanaka, with its exposition of Japan's plans for worldwide domination. The memorial was so revolutionary in its ideas that it became a matter of diplomatic questioning. Baron Shidehara, the last great liberal foreign minister, who was in office at that time, brushed it aside as the wanderings of a somewhat demented mind. It is apparent now, however, that it was unquestionably inspired by the reactionary group in Japan who believed it to be a fair expression of Japan's aims. To rule the world is a racial obligation, willed and destined to them from their goddess mother Amaterasu. That, I believe, is the most sinister implication of the whole present war.

We are fighting a race who are engaged in perhaps the first crusade since the Middle Ages. We are attempting to stem the beginning of a racial movement which, if unstopped, may become greater than that of Genghis Khan.

Besides the religious and historical background of their ambitions there are, of course, other contributing factors. The pressure of an overcrowded population is almost irresistible. Most of the land and practically all of the industries of Japan are owned by a few great families. They control, directly or indirectly, singly or between them, much of the economic life of the whole nation.

The industrialization of the country was so complete and so sudden that markets had not kept pace. Industrialization had started the vicious circle of rising costs, rising wages, rising costs ad infinitum, with wages

CONTINUED ON NEXT PAGE

Quality is Economy...

BE WISER BUY KAYSER

Kayser Gloves

doing Service on the home front

YOU haven't the time these days for extra shopping. Once you buy a pair of gloves you want them to LAST. And you haven't money to squander, either. Every extra penny must go to buying War Bonds . . . So Kayser gives you LEATHERETTE* GLOVES. They're double-woven cotton (not needed by our fighting men!) for double wear. They're beautiful but tough . . . and wash with a suds-swish.

LEATHERETTE GLOVES
with new dressmaker details
\$1.00 at your favorite shop

KAYSER
gloves, underwear, hosiery

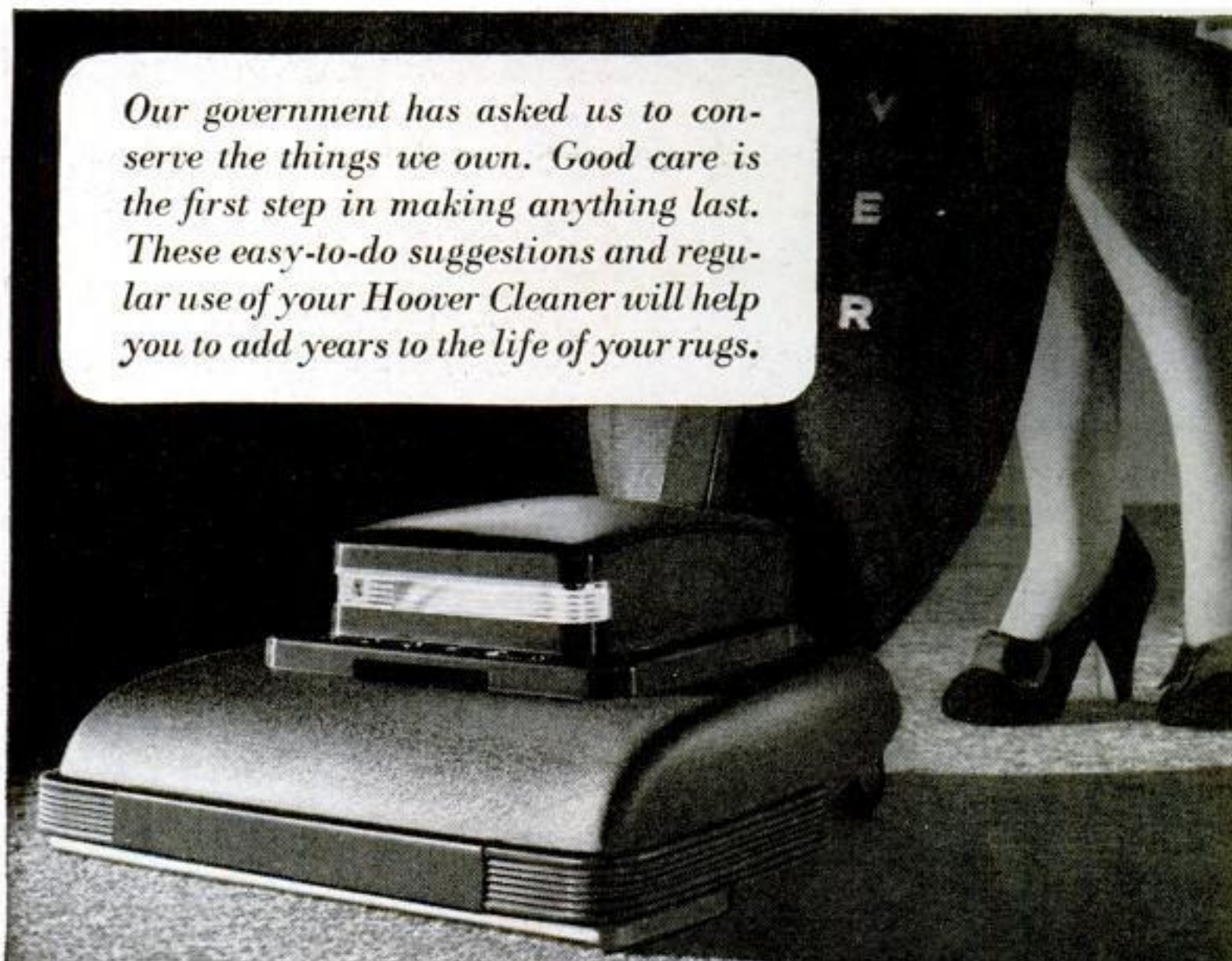
...BUY WAR BONDS TOO!

*TRADE MARK REG. U. S. PAT. OFF.

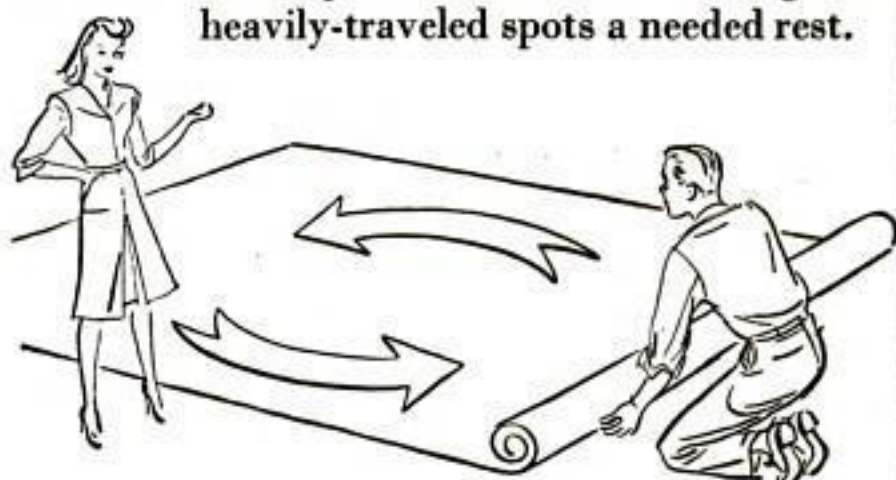
An Important Lesson in Conservation Today

...How to make your rugs
last longer

Our government has asked us to conserve the things we own. Good care is the first step in making anything last. These easy-to-do suggestions and regular use of your Hoover Cleaner will help you to add years to the life of your rugs.



Reverse the position of your rugs every six months. You rotate the tires on your car periodically! Rotate the position of your rugs for the same reason...to equalize the wear and give heavily-traveled spots a needed rest.



Flattened pile... Where the rug pile has been crushed under the legs of heavy furniture, apply a hot iron on a damp cloth over the spot. Then fluff up the pile with a brush.



Never shake out dirt. Shaking or snapping small rugs to remove dirt is apt to break the threads. It also cracks the sizing on the back.



Use your Hoover regularly and thoroughly. It is much better to run the cleaner slowly, and in straight lines, than to rush through the job in a haphazard fashion. Take at least ten minutes (twenty is better) to clean a nine by twelve rug. Pay special attention to areas near the door. More street grit collects there and is trampled into the depths of the rug pile. Grit and sand act like tiny knives, cutting fibers that are pressed against them.

Have your Hoover inspected once a year

Today, with all of our facilities devoted to war production, Hoover Cleaners are no longer being made. But, with care, you can make your present Hoover last. The Hoover Factory Branch Service Station (see classified phone book) or your

local Hoover dealer will gladly inspect it for you. If you cannot locate either, write: The Hoover Company, North Canton, Ohio. **Do not discard worn or broken parts. They must be turned in to secure replacements.**



The HOOVER IT BEATS..AS IT SWEEPS..AS IT CLEANS

REG. U. S. PAT. OFF.

LIFE'S REPORTS

(continued)

lagging far behind. Militarization and colossally expensive colonization schemes in Korea and Manchukuo had multiplied tenfold until the misery in Japan's rural districts was unbelievable—at least to a Westerner. Without the feudalism still existing in Japan, a social upheaval might have come years ago. Actually, however, the rank and file of Japan had not advanced in their social and political thinking as rapidly as they had advanced mechanically or industrially. Japan was and still is a country hidebound by feudalism in its practices, thinking and politics. For this reason we cannot expect, as many perhaps believe from wishful thinking, that an upheaval will take place within Japan such as occurred in Germany in 1918.

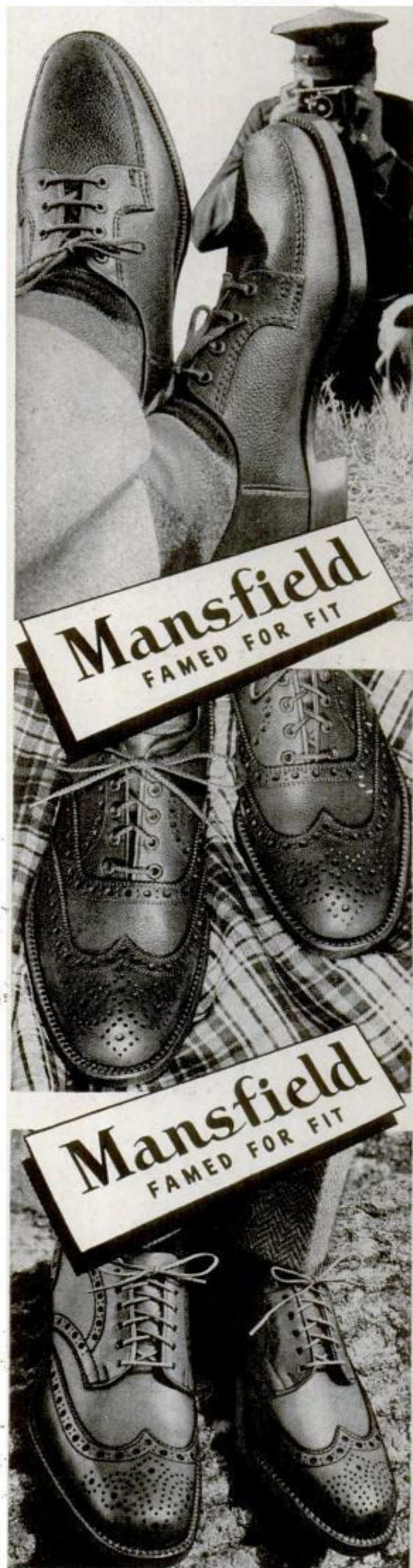
The situation is not the same as in Germany, where only part of the German people are National Socialists and believe implicitly in the doctrines advanced by Hitler. Practically every Japanese is 100% behind the crusade which they are carrying on for the domination of not only the shores of the Pacific but eventually the entire world. A few real intellectuals who might have been opposed to this idea or who might not have believed in the divine mission of the Japanese race have long ago been swept aside by popular opinion and by Japan's victories.

From contacts I had with Japanese, particularly in the past few months, I believe that with scarcely an exception they have supreme confidence in accomplishing the complete defeat of all their enemies. There is not the slightest doubt that Admiral Yamamoto, when he spoke of dictating peace in the White House, meant exactly what he said.

Four months ago I talked with a Lieutenant Kawaii in command of the foreign section of the Japanese *gendarmarie* at Shanghai, the man largely responsible for the incarceration of most of the Americans in the infamous Bridge house. He asked me where my family was and when I told him California, he seriously and sincerely said that it was too bad

Brawny BROGUES

...these Mansfield
Tartan Grains



Top: BUNTY Center: STURDY Bottom: STURDY

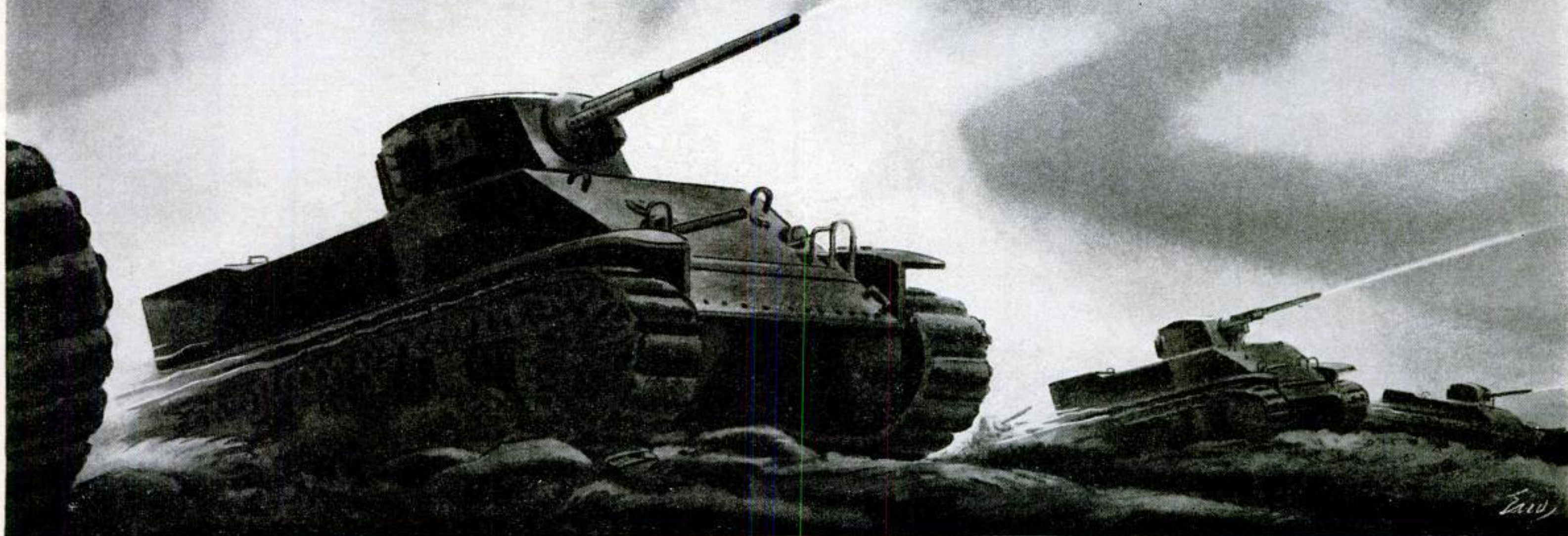
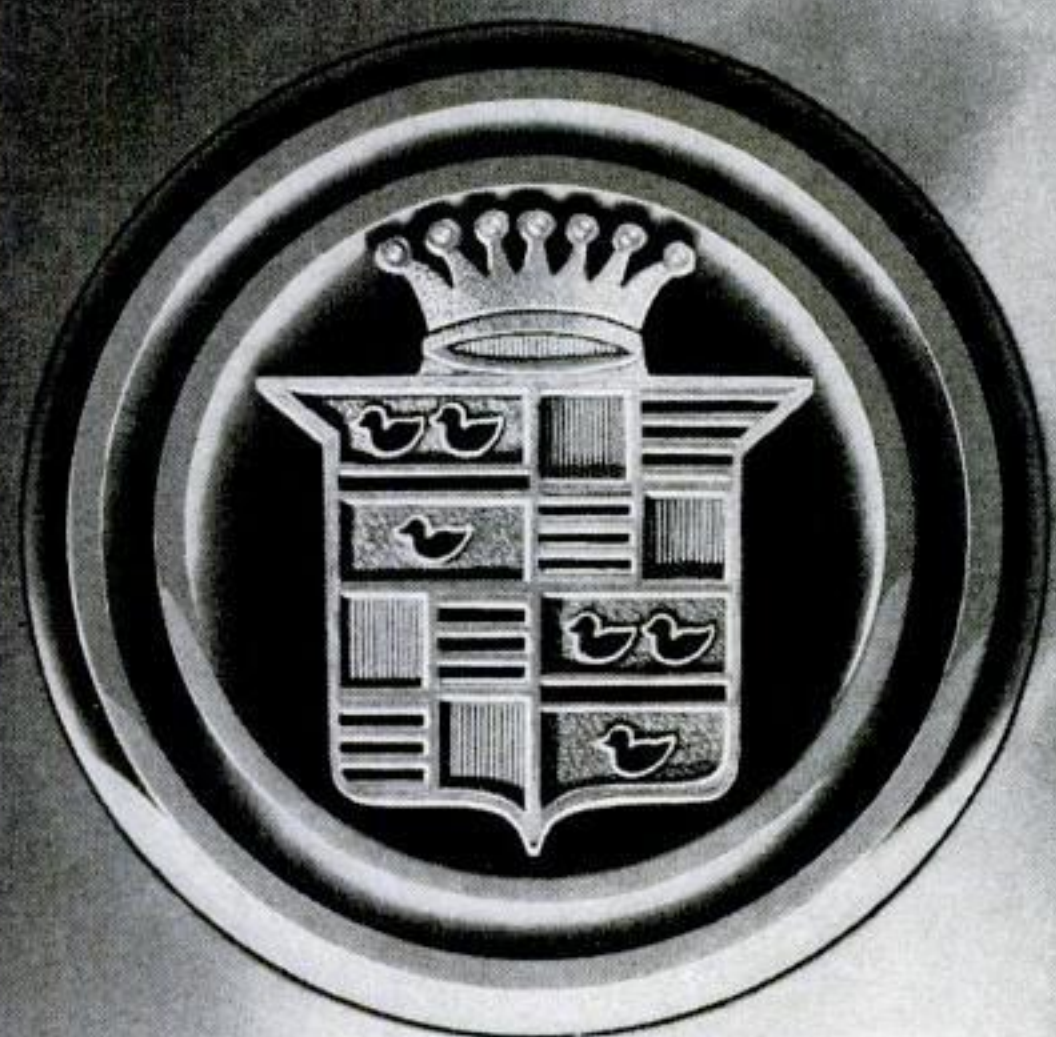
Bring on your miles!

Mansfield Tartan Grains are built for walking! Man alive—just look at those soles—thick, tough, sturdy. And those good-looking, grain top-leathers—rich, plump, well seasoned. Handsome brutes, aren't they? Just the kind of shoes you need now! Get going in staunch Mansfields today! \$5.95 to \$7.50

MANSFIELD SHOES • WHITMAN, MASS.

CONTINUED ON PAGE 20

CADILLAC



We're doing the job we're best fitted to do!

IT IS Cadillac's good fortune that the job assigned to it in America's victory program is a job for which Cadillac is uniquely fitted by experience and tradition. For forty years the Cadillac organization has had but one guiding objective—"Craftsmanship a Creed . . . Accuracy a Law." . . . Today we are solely concerned with arming America. Cadillac tanks are now leaving the Cadillac factory in ever-swelling numbers. In addition, Cadillac is producing, as it

has for nearly three years, vital precision parts of a famed aircraft engine. . . . But these different responsibilities have in no way altered Cadillac's basic methods. We are still working to the highest standards in materials and craftsmanship . . . still doing the same fine precision job we have always done. We are doing it faster and better, but it is our own type of craftsmanship—the thing we know best how to do.



CADILLAC MOTOR CAR DIVISION



GENERAL MOTORS CORPORATION



**THE JOB
IS BIGGER
NOW!**

We needed his valor in '17 ... HIS SKILL IN '42

In '17 he answered the bugle's call. Today he answers the hum of the lathe, the challenge of the micrometer. Once again his skill and devotion to duty are building his country's security.

For the sake of both country and family, he is war-working his dollars too—in War Bonds and Stamps, and

in Life Insurance to safeguard his family from dependency. Premium dollars are patriotic dollars, too. Mutual Life is cooperating with 4 new policies stripped for wartime action. They stretch premium dollars to large insurance security. Let your local Mutual Life representative show you how little cash is needed.

Write today for this free Booklet

Read about these 4 new policies for war-trimmed budgets. You'll see how families of average means can build protection for the future while working for victory today. Write for Booklet L-5.



NAME _____

ADDRESS _____

THE MUTUAL LIFE INSURANCE COMPANY of NEW YORK

"First in America"

Lewis W. Douglas, President



1843—First Policy Issued • 1942—More than 900,000 Policyholders

34 NASSAU STREET • NEW YORK CITY

LIFE'S REPORTS

(continued)

they were not in Shanghai, as unquestionably California would soon be unsafe for them. When I asked him what he meant he stated that before long Japan's forces would have landed in America and have captured the entire West Coast. This may sound ridiculous to us but it is not ridiculous to the average Japanese.

I do not believe that the individual Japanese soldier is inherently more brave or more eager for "suicide" than the soldier of any other country who is well-equipped and well-led. But the Japanese have the idea that in fighting this war they are fulfilling their heavenly destiny. I do not believe the Japanese soldier exists who does not consider himself superior intellectually and physically to any other soldier in the world.

It seems essential that the American public should know the enemy they are fighting. It is not particularly a question of destroying a certain ruling group or of upsetting a particular political party. It becomes a matter of destroying for once and all in the Japanese mind the idea of their supremacy over all other races, and of breaking down their idea of a divine origin and a divine mission. Only a complete defeat can ever accomplish this. As stated above, I do not believe their leadership is superior to leadership which can be developed among the democracies. But I do believe they have a singleness of purpose which as yet we cannot match.

This very singleness of purpose, however, probably constitutes a weakness in defeat as well as a strength in victory. So far little has happened to lead the Japanese to believe that their theories are not correct. With the information which is fed to them, very few Japanese know that they have suffered reverses in the Coral Sea, at Midway and the Solomon Islands. They will not know of defeats until they become so bad that they are apparent to everyone, possibly not even until the war is carried to Japan itself. When that occurs and when defeat has already been experienced and worse catastrophes stare them

CONTINUED ON PAGE 22

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CHEMIST ... employed in war plant ... attributes his ability to do his job to the better hearing his Sonotone gives him.



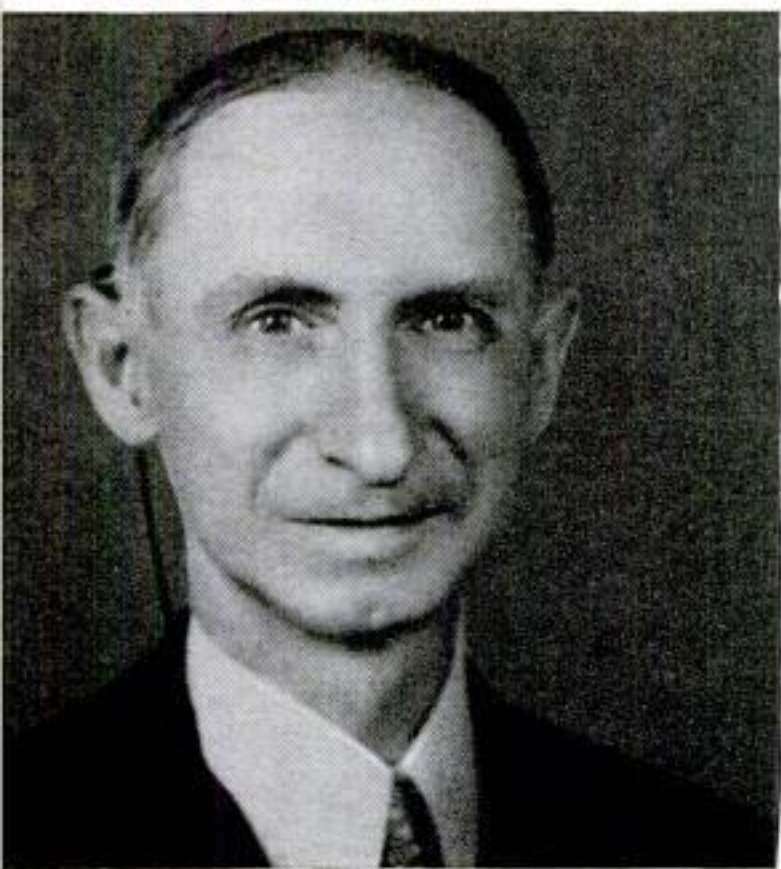
SCHOOL TEACHER ... retired ... now devotes herself entirely to Red Cross work, happy that better hearing frees her to fight for freedom.



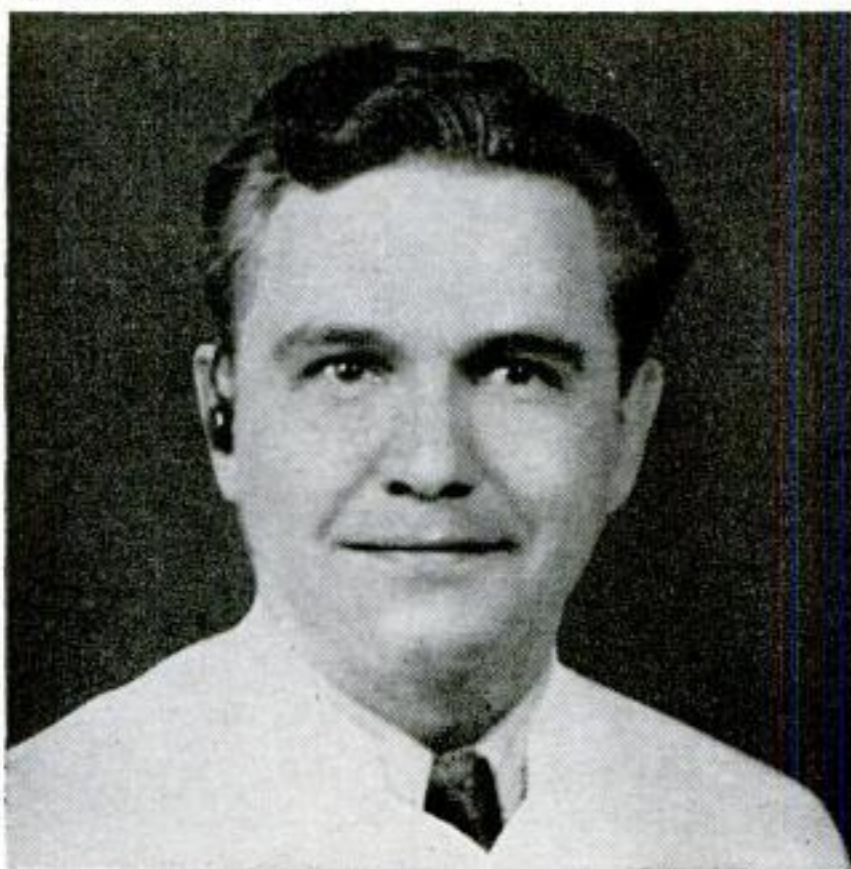
INSTRUMENT MAKER in war plant in Bridgeport, Conn. Is over 70 ... had retired ... back in harness for the duration thanks to his Sonotone.



CLERK IN CITY COURT AND AIR RAID WARDEN ... credits Sonotone with helping keep his job and do his part in civilian defense.



INSTRUMENT MAKER IN WAR PLANT ... had retired ... feels he owes present ability to work and serve America to his Sonotone.



TECHNICIAN ... is very deaf and claims his ability to hold down important war-time job is altogether due to the better hearing his Sonotone gives him.



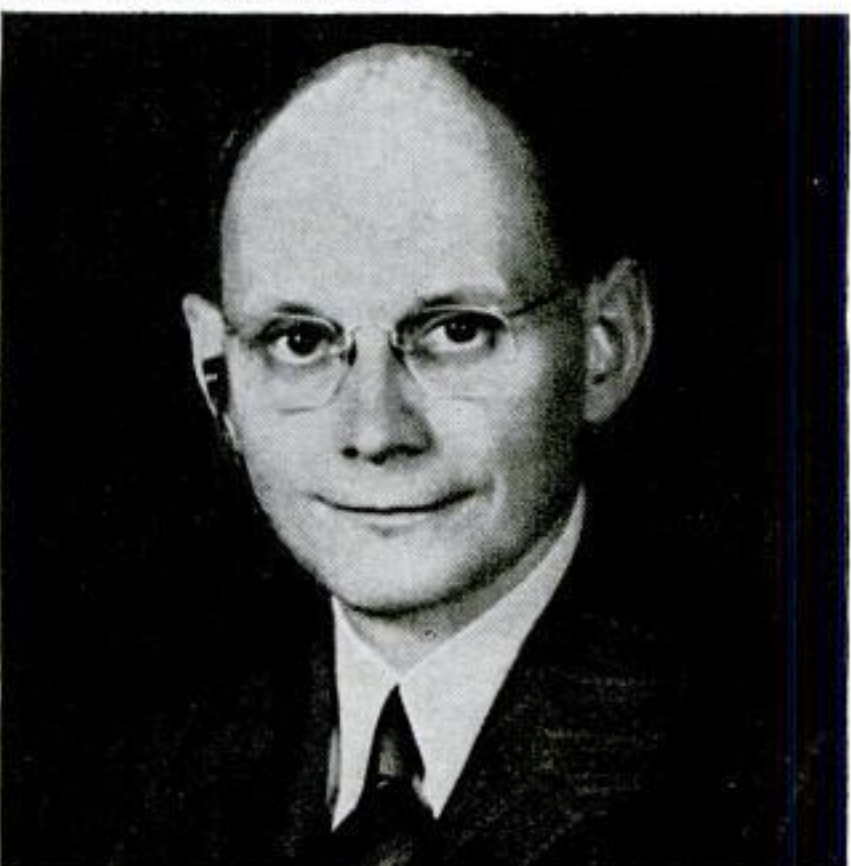
AIR RAID WARDEN ... is employed in the construction department of new Naval Hospital at St. Albans ... which is the world's largest hospital.



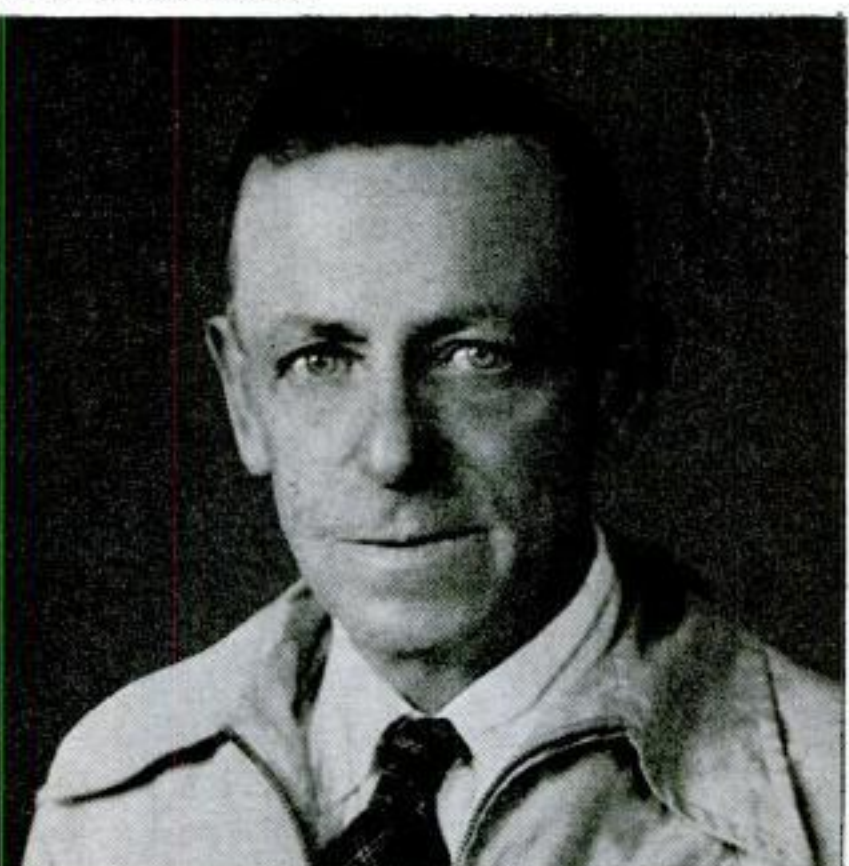
AIRPLANE SPOTTER ... served in last war ... handles war contracts for big wholesale drug firm. Sonotone helps him serve his country.



REGISTERED NURSE ... incapacitated by hearing loss ... enabled to return to duty and take part in nation's war effort by her Sonotone.



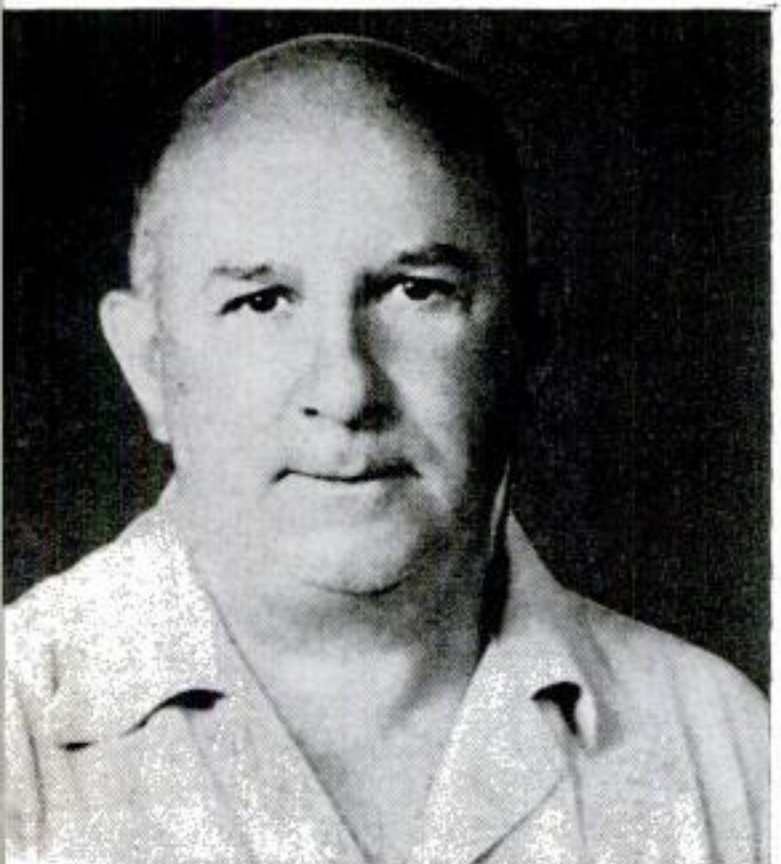
INSTRUMENT MAKER in a war plant. Constantly in fear of losing his job for many years, now has a better job in war work as result of the help his Sonotone gives.



CARPENTER IN NAVY YARD ... without work for years ... wife bought him a Sonotone with bingo party jackpot ... now has a job helping win the war.



SHIP FITTER AT ARMY TRANSPORT BASE ... no work for years until he got a Sonotone ... is champion blood donor to Red Cross.



AIR RAID WARDEN ... works for big insurance company ... promoted after getting his Sonotone ... active in civilian defense work.



AIR RAID WARDEN at night ... successful grocery salesman by day ... tremendously enthusiastic about improvement Sonotone has made in his hearing and freedom of action.



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ARC WELDER IN NAVY YARD ... disabled Canadian war veteran ... owns two Sonotones and calls them indispensable to his work.

HERE IS A thought-provoking sample of how better hearing is helping win the war. It comes from Queens County in New York City but it is typical of what is going on all over America. For today in every community in the land, there is a growing army of patriotic men and women who, in the last war, because of their hearing handicaps, would have been helplessly out of it ... but who, thanks to their improved hearing, are in *this* war with a vengeance!

As you look at the courageous, freedom-loving faces on this page, you cannot escape two vital facts. One is the radical change in people's attitude towards hearing aids, the realization that a hearing loss isn't a *private* matter but one that affects *everybody else*, and therefore should be looked after promptly. The other fact is the truly astonishing advance in the scientific design and fitting of the modern audicle. Here are people, some retired because of deafness, others barred from their occupations ... *all at work again for America's sake*.

Today, the majority of hearing troubles can be helped, thanks largely to Sonotone's 12 long years of scientific research. Anyone who feels that he could be of more service to America if he could hear better, should see his doctor, and if he needs an audicle, call the nearest Sonotone office.



For information on Sonotone, look in your local 'phone book under SONOTONE for the address of the nearest of Sonotone's 139 offices. Or write Sonotone Corporation, Elmsford, N.Y. In Canada, write 229 Yonge St., Toronto.

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LIFE'S REPORTS

(continued)

in the face, then perhaps there will be a disintegration of morale. When at last it becomes apparent to the Japanese that they are not supermen, that their divine origin is not gaining them victories, then perhaps the whole philosophical basis of their national ideals and national aims will be destroyed. When that time comes, it is difficult to conceive how great will be the moral and spiritual chaos which will confuse the minds of the simple Japanese peasant and laborer. Defeat then will be complete and the foundation may then be laid by us for the building up of a new Japan which will be capable and worthy of being a member of the society of nations.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

OF LIFE published weekly at Chicago, Illinois for October 1, 1942.
State of New York) ss.
County of New York)

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Andrew Heskell, who, having been duly sworn according to law, deposes and says that he is the Business Manager of LIFE and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, to wit:

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- In some sections, 78% to 100% of the workers drive by automobile to vital war plants.
- 2,314 U. S. cities, with a combined population of 12,524,000, depend on private cars for transportation; and 54,000 U. S. communities depend entirely on motor vehicles.
- Six out of every ten farms use one car or more; and 67% of all farm car mileage is necessity driving.
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- Trucks haul nearly 100% of the milk supply of most large cities—and 58% of all livestock marketed in the U. S.
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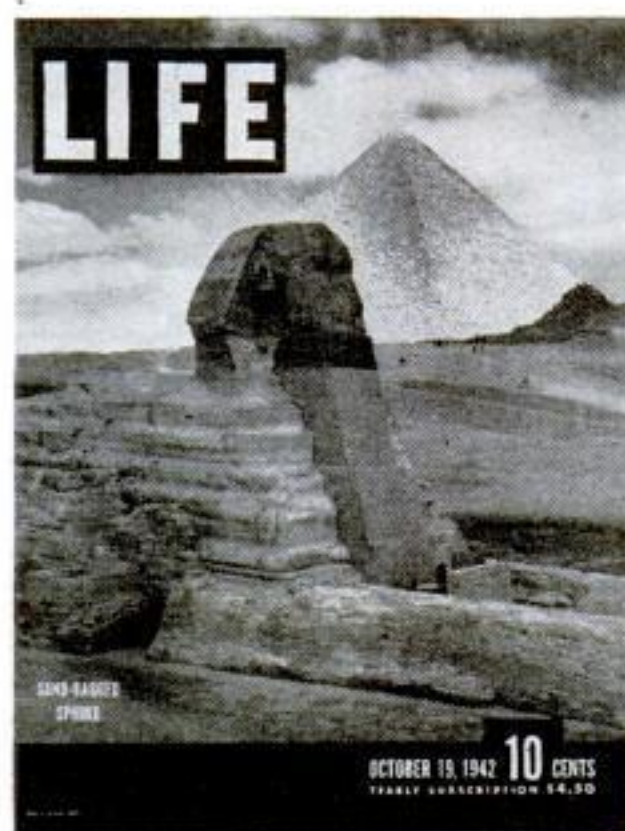
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LIFE'S COVER



The Sphinx on this week's cover is the famous one in the cemetery at Gizeh. It is believed to have been built by a Pharaoh named Chephren in honor of himself and the sun god. Today as war waits near the Nile, Egypt's defenders have put up rock and sandbag piles to bolster the statue against bombs.

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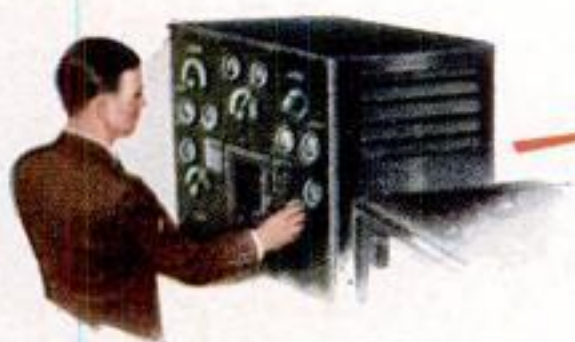


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CONTENTS

THE WEEK'S EVENTS

| | |
|--|-----|
| U. S. High-Altitude Bombers Hit Nazis | 29 |
| LIFE on the Newsfronts of the World | 36 |
| Remains of Jaime Nuno Are Taken from U. S. Cemetery for Re-burial | 37 |
| U. S. Troops Occupy Andreanof Islands | 38 |
| The Right and Wrong Way to Stop Whisky | 40 |
| President Awards First Merchant Marine Distinguished Service Medal | 42 |
| Sikorsky's Helicopter Is Easier to Drive than Auto | 45 |
| Fur Union Works Overtime to Make Vests for Sailors | 58 |
| Rocks and Sandbags Protect Sphinx against Bombs | 114 |

CLOSE-UP

| | |
|--|-----|
| Governor Stassen of Minnesota, by Jack Alexander | 122 |
|--|-----|

POEM

| | |
|--|----|
| "The Murder of Lidice," by Edna St. Vincent Millay | 90 |
|--|----|

PHOTOGRAPHIC ESSAY

| | |
|---|-----|
| Steel: from Ore to Armaments | 68 |
| The War Makes Trouble for Catholic Quebec | 103 |

THEATER

| | |
|-----------------------|----|
| "The Eve of St. Mark" | 51 |
|-----------------------|----|

SPORTS

| | |
|--|----|
| War-Plant Worker Sets World's Javelin Record | 62 |
|--|----|

MODERN LIVING

| | |
|----------------------|----|
| "Junior Miss" Styles | 78 |
|----------------------|----|

NAVY

| | |
|--|----|
| Merchantman Becomes Aircraft Carrier "Charger" | 84 |
|--|----|

ART


| | |
|---|-----|
| Christmas Cards by Men in Armed Forces Reflect Service Life | 138 |
|---|-----|

OTHER DEPARTMENTS

| | |
|---|-----|
| Letters to the Editors | 2 |
| Speaking of Pictures: Stage Handouts in the 1880's | 10 |
| LIFE's Reports: Japan's "Divine Mission," by Paul M. Anderson | 14 |
| LIFE Visits Chicago with a Serviceman | 134 |
| Pictures to the Editors | 142 |

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LIFE'S PICTURES

Dmitri Kessel, who took the color pictures of steel on pages 69 through 76, was born in Kiev, became a Cossack at 18. To escape the Tsar's firing squad he joined and fought the Revolution with the Red Army. Caught outside Russia without a passport, he again faced execution but escaped to the U. S. Here he has become one of the country's leading industrial photographers using color extensively to make machines dramatic and beautiful.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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34—MARGARET BOURKE-WHITE *exc. bot.*
rt. U. S. ARMY AIR FORCES PHOTO
35—MARGARET BOURKE-WHITE
37—ELIZABETH KAHLE-BUFFALO COURIER-EXPRESS
38—U. S. SIGNAL CORPS from MOVIE TONE
NEWS—U. S. SIGNAL CORPS from PATHÉ
39—U. S. SIGNAL CORPS from PATHÉ *exc. bot. rt. INTERNATIONAL*
40—MARIE HANSEN
41—F. W. GORO
42—ASSOCIATED PRESS
45, 46, 48—DMITRI KESSEL
51, 52, 54, 56—KARGER-PIX
58, 59, 60—ELIOT ELISOFON
62, 64—GJON MILI
66—JOHNNY FLOREA
69 through 76—DMITRI KESSEL
78, 80, 81, 82—WALTER SANDERS

84—FRANK SCHERSCHEL
85—OFFICIAL U. S. NAVY PHOTOGRAPH—FRANK SCHERSCHEL
86, 87, 88, 89—FRANK SCHERSCHEL
90, 93, 97—KATE SEREDY
100—DESER-NATIONAL BROADCASTING CO.
103 through 112—JOHN PHILLIPS
114—CULVER SERVICE
117—ACME—BOB LANDRY
118—BRITISH COMBINE—EUROPEAN—EWING GALLOWAY
121—CULVER SERVICE—CULVER SERVICE—HERBERT GEHR from BLACK STAR
122—WALLACE KIRKLAND
123—HART PRESTON
126—WALLACE KIRKLAND
127, 131—HART PRESTON
133—OFFICIAL U. S. NAVY PHOTO
134, 135, 136, 137—GORDON COSTER
138, 139, 140, 141—AMERICAN ARTISTS GROUP
142—JOHNNY FLOREA
143—ELIOT ELISOFON—*bot. LILO HESS*
144—GERARD P. REILLY

ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; RT., RIGHT; T., TOP;

Best face forward!

Sparkling satellites of a
great perfume, "Bond Street"

Beauty Preparations

(by Yardley, for you!)

make beauty-as-usual easy,

despite victory-vital duties...

they help you keep your

best face forward!



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Mist-blown, subtly scented with "Bond Street,"
in 10 radiant shades. At finer shops, \$1.

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charm! At your favorite fine store: \$2.50,
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KEEP YOUR BEST FACE FORWARD WITH

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YARDLEY PRODUCTS FOR AMERICA ARE CREATED IN ENGLAND AND FINISHED IN THE U. S. A.
FROM THE ORIGINAL ENGLISH FORMULAE, COMBINING IMPORTED AND DOMESTIC INGREDIENTS

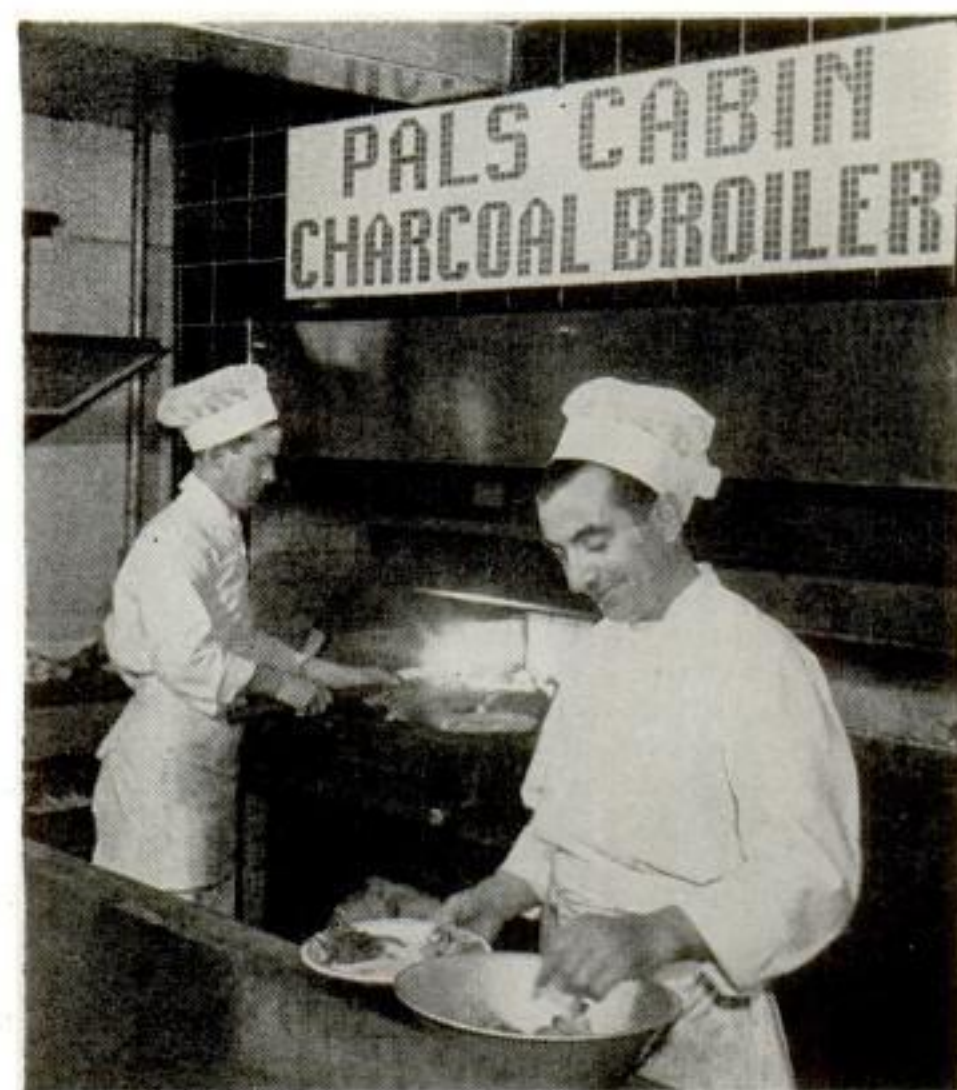


ON THE NATION'S BEST TABLES



Latest and loveliest of the 23 restaurants operated by Sidney Hoedemaker, president of the Pig 'n Whistle Chain, is the Melody Lane in Los Angeles. Patronized, as the picture indicates, by some of the most beautiful girls in Hollywood, this attractive eating place complements its de-

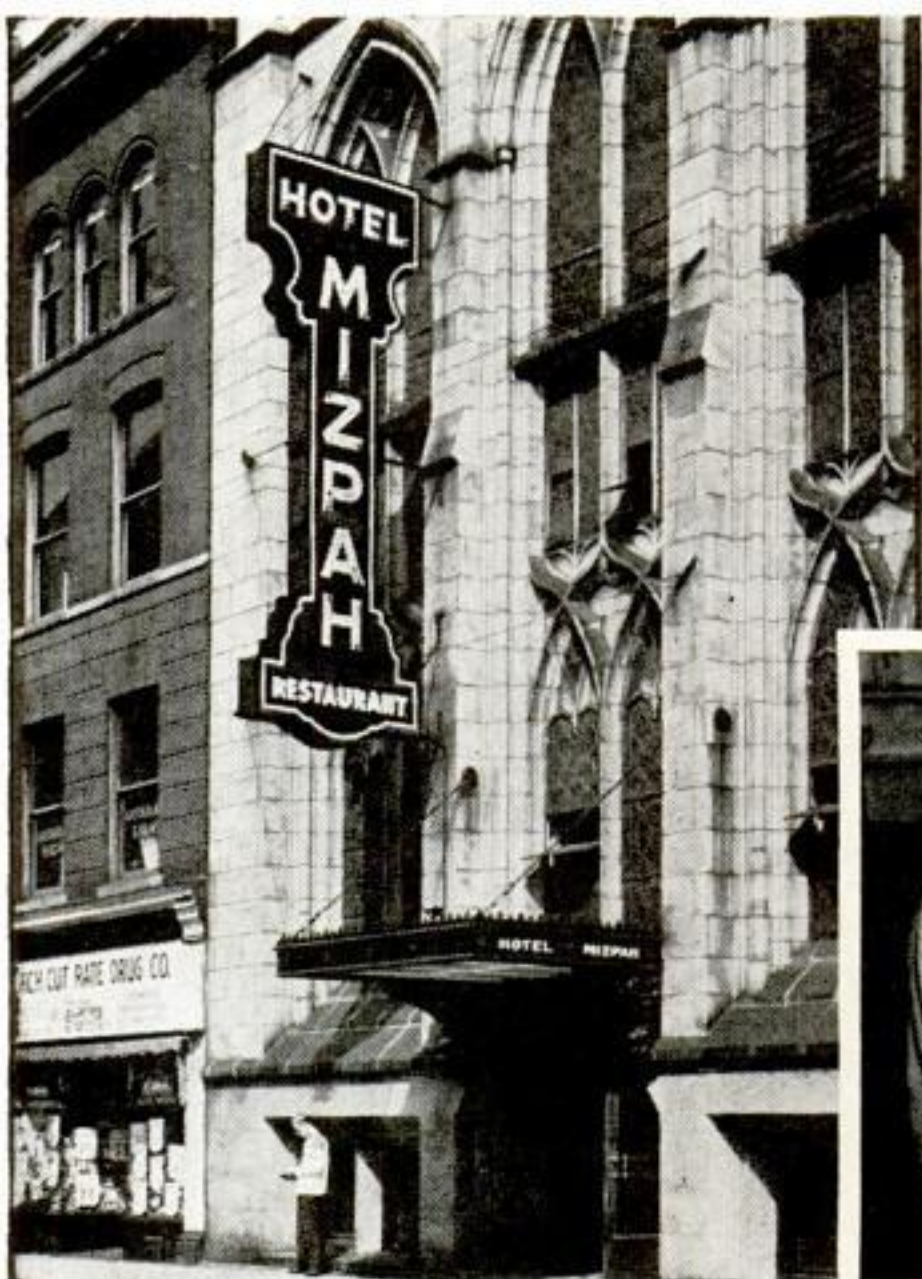
licious foods with racy Heinz condiments. Thick, old-fashioned Heinz Tomato Ketchup—genuine stone-ground Heinz Prepared Mustard—luscious Heinz Chili Sauce are famous everywhere for adding just the extra flavor touch that makes a dish a truly distinctive *masterpiece*!



Ten years ago Pal's Cabin at West Orange, N. J., was a small roadside stand. Today it employs 84 people and features an orchestra. Charcoal broiled steaks have given this place its fame. And Heinz Chili Sauce, Tomato Ketchup, 57 Beefsteak Sauce have also contributed to its reputation for excellent food!



Once a refuge for the exiled Louis Philippe of France, the historic Union Oyster House in Boston has been the Mecca of world's seafood connoisseurs since 1826. Heinz condiments and pickles grace this celebrated oyster bar—favorite mealtime rendezvous.



Publicized as the only known church to house a restaurant and a hotel in the same building, the Mizzpah Restaurant (left, above) is situated in the heart of downtown Syracuse, and caters to busi-



FOLKS who serve food to a cross-section of America know they can count on Heinz condiments and pickles to win widespread praise! That's why the nation's outstanding restaurants display keystone-labeled products—proudly! Made in the famous 73-year quality tradition, these sauces and relishes are cooked from the finest ingredients money can buy—to recipes handed down from one generation of proud home cooks to another. Housewives, too, rely on Heinz Ketchup, Chili Sauce, relishes and pickles more than ever these days—to dress up less expensive cuts of meat and thrift dishes with a million-dollar flavor!

57



ness people. Miss Minnie Vrooman Haskins, owner and operator (above, right) is shown supervising the preparation of a salad. She has been using the delicious Heinz 57 Varieties for 25 years!



Handsome wood-paneled walls and organ music are only two of the many attractions at Trainer's, located at Quakertown, Pa. Good food—perfectly seasoned and served in generous proportions—is enlivened with a wide assortment of rich, robust keystone-labeled condiments.



WRAPPED IN SHEEPSKIN COATS AND WEARING HELMETS, OXYGEN MASKS AND EYE SHADES FOR USE AGAINST SUN GLARE, TWO FLIERS GET READY FOR HIGH-ALTITUDE RAID

U. S. HIGH-ALTITUDE BOMBERS HIT NAZIS

Photographs for LIFE by Margaret Bourke-White

The most potent U. S. force to hit the Nazis so far in this war is the Bomber Command, stationed in England. Operating Flying Fortresses, it is making attacks on German-occupied Europe as frequently as weather and operating conditions permit. To date, all the raids have been tremendously successful. From 25,000 ft., it has given a superb exhibition of precision bombing by hitting German factories, airfields, ships and oil refineries on the nose. In two months of operations, it has shot down more than 100 German fighters, lost less than six of its own bombers.

To photograph Bomber Command, LIFE sent Photographer Margaret Bourke-White to the headquarters of Brigadier General Ira C. Eaker, commander in chief of Bomber Command, and to one of the secret airfields from which the Flying Fortresses operate. Some of her scenes, shown on the next few pages, have never before been photographed by a civilian photographer.

Miss Bourke-White's pictures arrived in the U. S.

last week just when Bomber Command was making its biggest sorties. Flying Fortresses roared out over the Channel and attacked German industries in the Lille region. Another group of six Fortresses a few days before dropped 600-lb. bombs directly on the German airfield at St. Omer, France. On the way home they were attacked by 35 crack Nazi pursuits. When the brief fight was over, at least 13 Germans were plunging earthward and the six Fortresses were sailing on. Another time a Fortress came back to England with one motor shot away, one disabled, a third missing badly, and with 12 cannon holes and 2,000 machine-gun holes in the fuselage. Still other squadrons of Fortresses scored better than 70% hits in their first two weeks of bombing operations over Europe. "Fantastic accuracy," said the British.

But to the U. S. Army Air Forces it was not fantastic. It was merely the successful test under fire of precision bombing—something they had long believed in and long practiced. It was for this purpose

that they had developed such an accurate bombsight as the Norden and built such long-range, heavily armed, fast bombers as the Flying Fortresses and the Consolidated Liberators.

The British had not believed it possible. They thought that the only safe way to bomb Germany was with big freight bombers, carrying huge loads and attacking only at night. In their opinion, precision bombing should be sacrificed for mass area bombing. But last week even the British were sufficiently impressed by the success of American daylight precision bombing to ask for more and more of it. The idea now was for the Americans to bomb Germany by day and the British by night.

For its part of the job, Bomber Command was ready. It was confident that although still small, it would grow and grow, and as it grew, the intensity and terribleness of the attack on Germany would grow with it, until the skies of Europe would be blackened and its earth furrowed with American bombs.



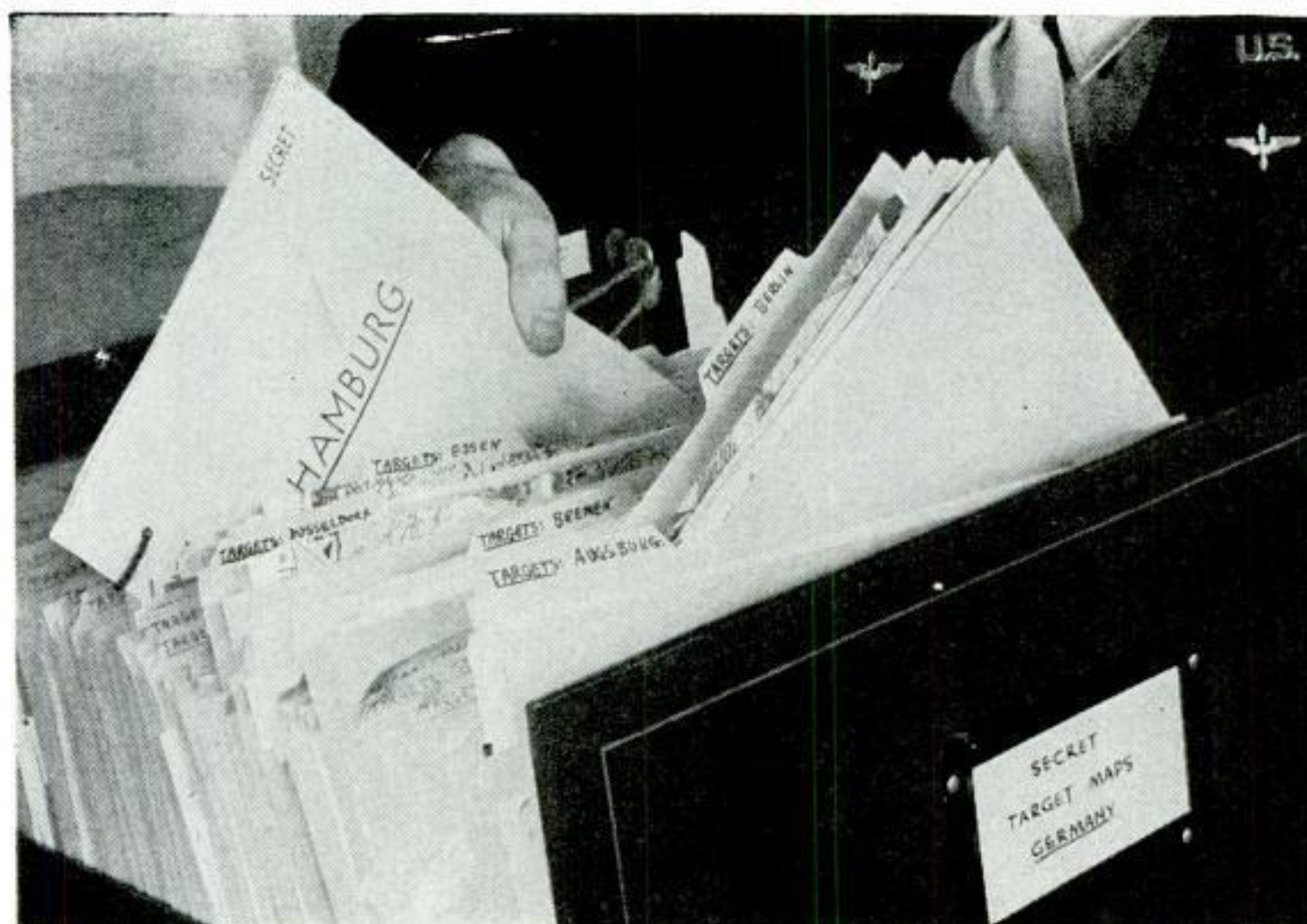
Briefing the General is a process whereby intelligence officers tell General Eaker all they know about the strength of enemy positions. At the left is General Eaker. Pointing to map is Lieut.

James Parton of A-2. From left to right in foreground are Major Harris Hull, Chief A-2, Lieut. Colonel "Brick" Lessig, Chief A-3, and Lieut. Colonel Charles Kirk, executive officer of A-3.

THIS IS BOMBER COMMAND HEADQUARTERS

Bomber Command headquarters are in a handsome old abbey, surrounded by state-ly grounds, in the south of England. Here is the office of Brigadier General Ira C. Eaker and here his staff and operations officers do their work. Here too are secret plotting rooms, like the War Room (left) where intelligence officers keep their maps, and the Operations Room (below) where details of all U. S. bombing raids over Europe are planned.

These pictures show successive steps in the planning of a Flying Fortress raid. Although the type of target may be directed from Washington, or from Army or Air Force headquarters in England, the specific target is suggested to General Eaker by his intelligence officers. They make their decisions from a diligent study of maps, reconnaissance photos, communiques from the R. A. F., reports from agents all over the world. After the preliminary target suggestions have been made, the secret file (right), yields more specific information. Then in the Operations Room General Eaker makes the final decision, and the meteorologists' and intelligence reports are consulted in order to evolve every detail of the proposed mission and to fix a rigid time schedule. Finally General Eaker consults his top assistants to see if they have any last-minute suggestions, then sends the order for the mission out to the squadrons in the field. He well knows that when the order leaves his office it must be 100% correct. A slight mistake will mean a disastrous loss of planes and men.



The secret target file is packed with information on German population, factories, military installations, anti-aircraft stations, searchlight batteries, fighter airdromes and fighter strength.



Meteorologists assemble last-minute weather data for operations officers. From worldwide reports they are able to predict heavy ground mists, high-altitude temperatures, wind velocities.



In secret Operations Room, after reports from intelligence officers and meteorologists have been discussed and evaluated, final decisions for tomorrow's target and final arrangements are made.



In the General's office, Eaker discusses a few last arrangements with Lieut. Colonel Charles Kirk (left) and Lieut. Colonel "Brick" Lessig. All arrangements for raid have now been made.

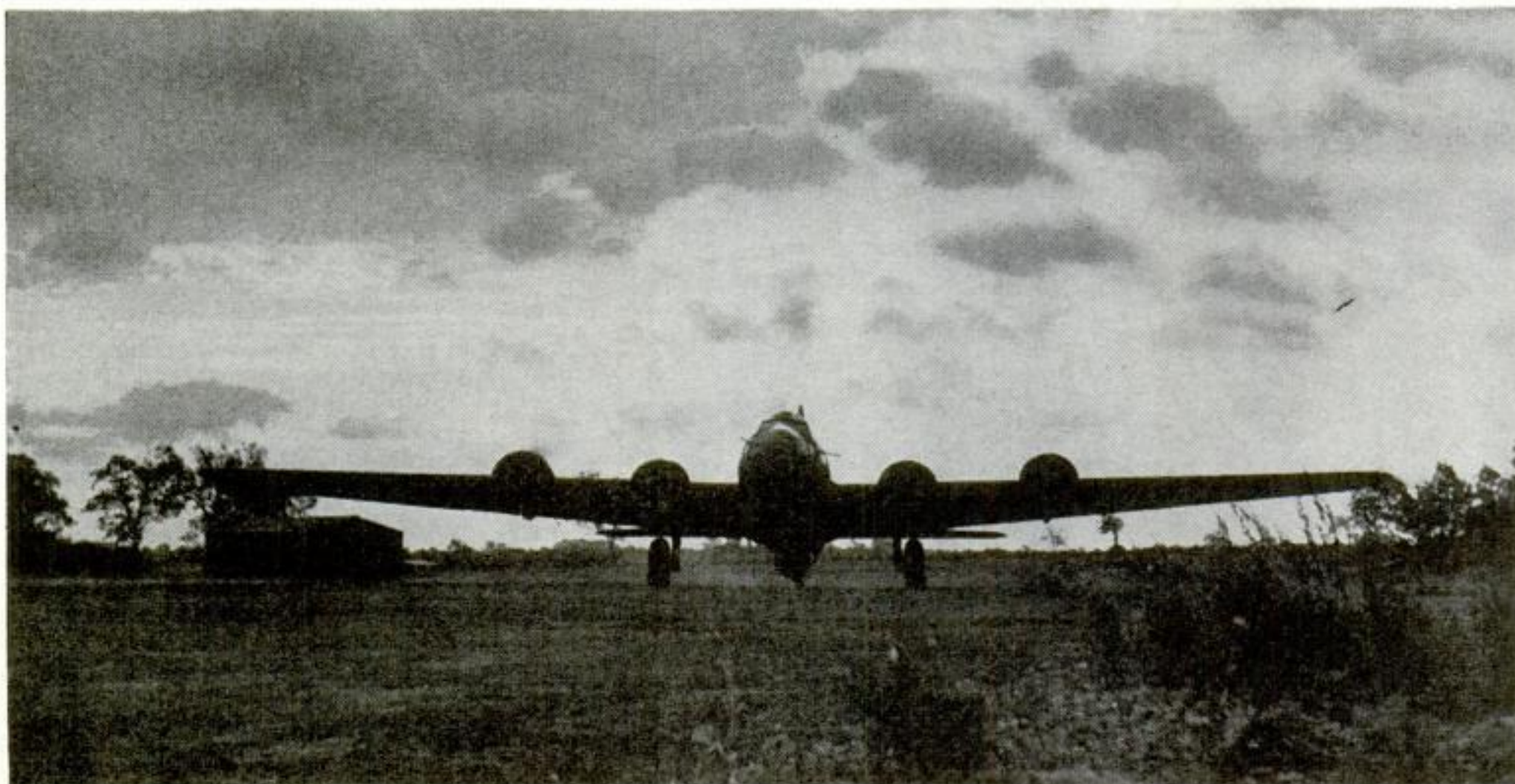


The General's order, announcing target for tomorrow is handed to Lieut. George Dow, A-2 duty officer, who will put it on teleprinter for dispatch to group commanders and squadron leaders.



Bomber crews relax after a 4 a. m. breakfast in the lounge of their bomber station, while waiting for the day's orders. Be-

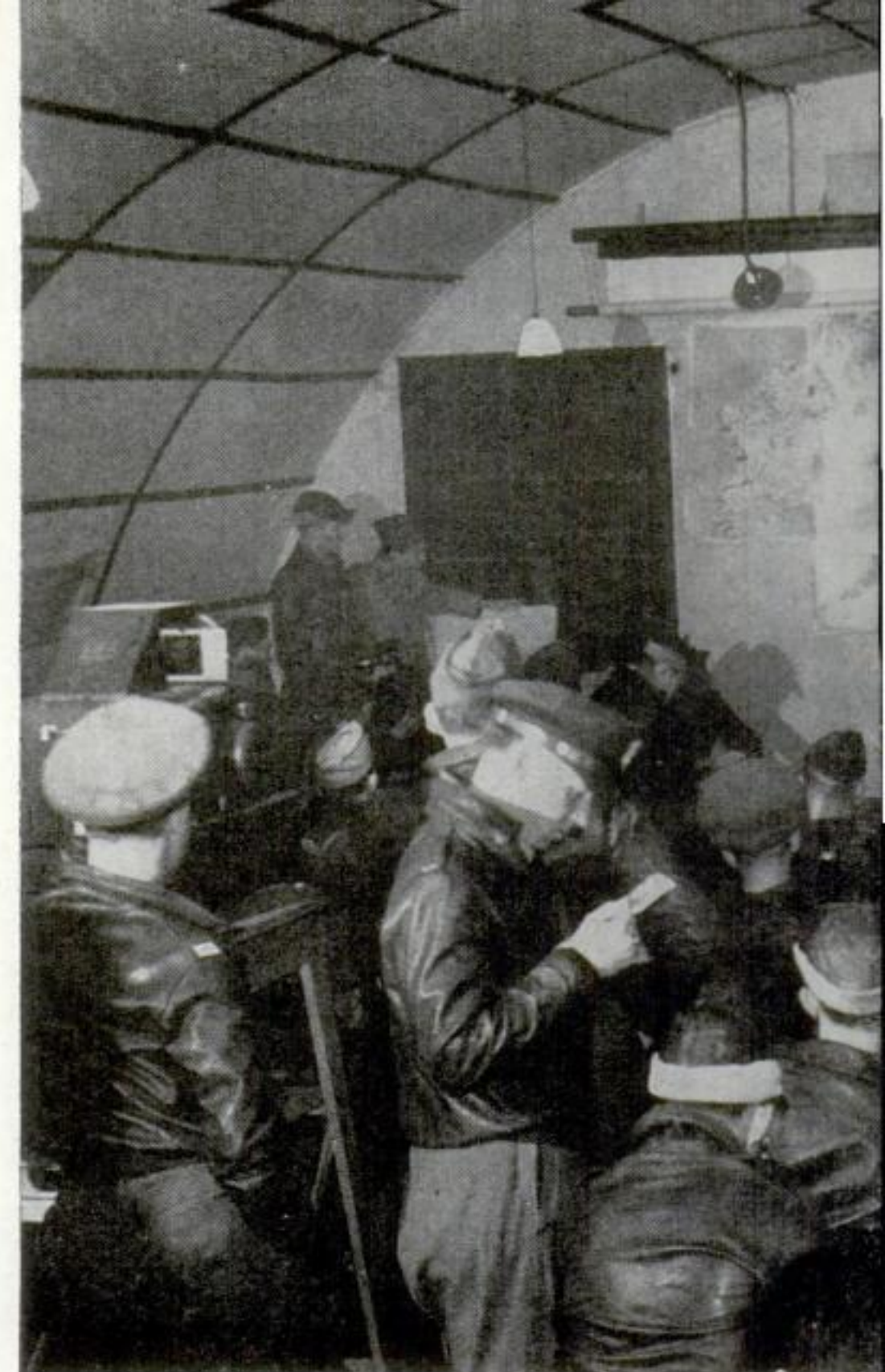
cause bomber stations are far from towns, the lounges are the center of all social life. Here crews smoke, talk and play games.



SILHOUETTED AGAINST THE DAWN AND THE ENGLISH COUNTRYSIDE, A FLYING FORTRESS TAKES OFF INTO THE EAST

Fortress crews empty their pockets and strip clothes of all letters, pictures, labels and other clues to their identities. If

forced down in enemy territory, they will have on them only their Army identification tags, giving name and serial number.



The crews are briefed by intelligence officers who tell them about the specific objectives that lie within the target area and

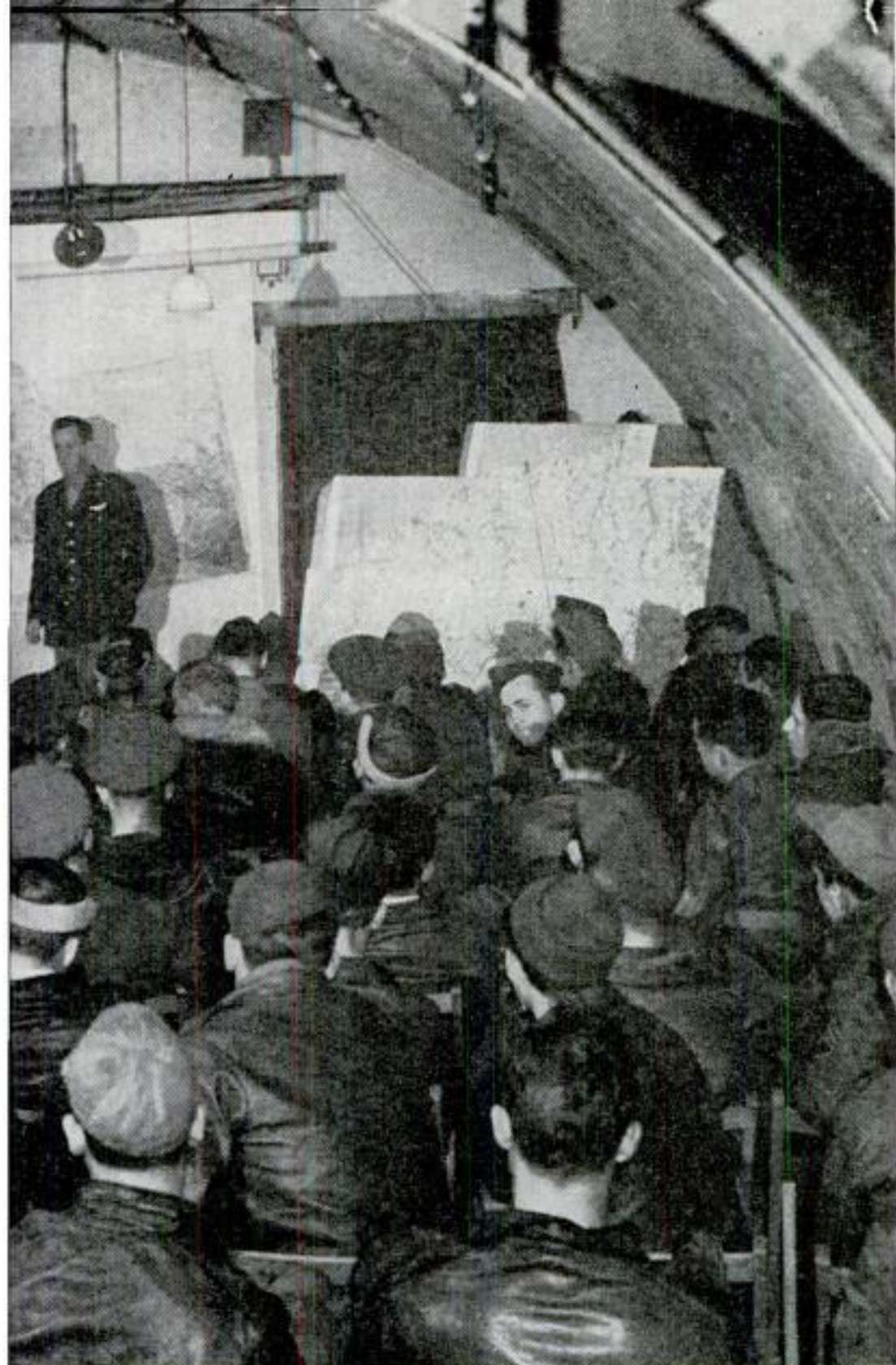
CREWS GET INSTRUCTIONS

"These boys have proved they can part a general's hair or drop a bomb down a chimney from five miles up." So says an operations officer in England. The boys who are capable of pulling such stunts are the typically American boys shown here. Most of them are not long out of flying school. Some of them have been in England as much as six months, studying English bombing methods, but most have arrived very recently. In fact, their first independent mission over Europe, the attack on Rouen, was made no longer ago than Aug. 17.

The order from Bomber Command headquarters, containing the day's target and flying instructions, arrives at the flying field early. But the fliers themselves have been out of bed since 4 a. m., waiting for it. Some of them spend the time sleeping in the lounge (upper left), shooting craps, reading or smoking. Others discuss

Into high-altitude flying clothes and parachute harnesses climb the Fortress crews, after driving out in jeeps to where





describe the types and quantity of flak that may be encountered. They also mention weather and navigational difficulties.

AND TAKE OFF ON A RAID

the difficulties of flying in England—the hard navigation in a country devoid of great landmarks, the problems of learning British signals and reading British maps, the dangers of flying over cities and prohibited areas. But mostly, when they talk of flying, they talk of the infernal weather—the rain, unpredictable ground mists, and sudden incursive fogs from the sea.

Just before time to take off, the crews of the Fortresses are called together by intelligence officers (*above*), told what their target is, what the weather and anti-aircraft conditions are likely to be, and how many fighter planes the Germans are likely to throw at them. Then follow a few breathless moments during which navigators check their maps, bombardiers consult with pilots, gunners check their guns. After that comes the take-off, quick and business like, into a heavy English sky.

their planes are moored at dispersal points around the field. At 20,000 ft., the temperature is frequently 40° below zero.



Navigators pore over maps following the briefing. Upon their work depends the ability of the squadron to rendezvous on

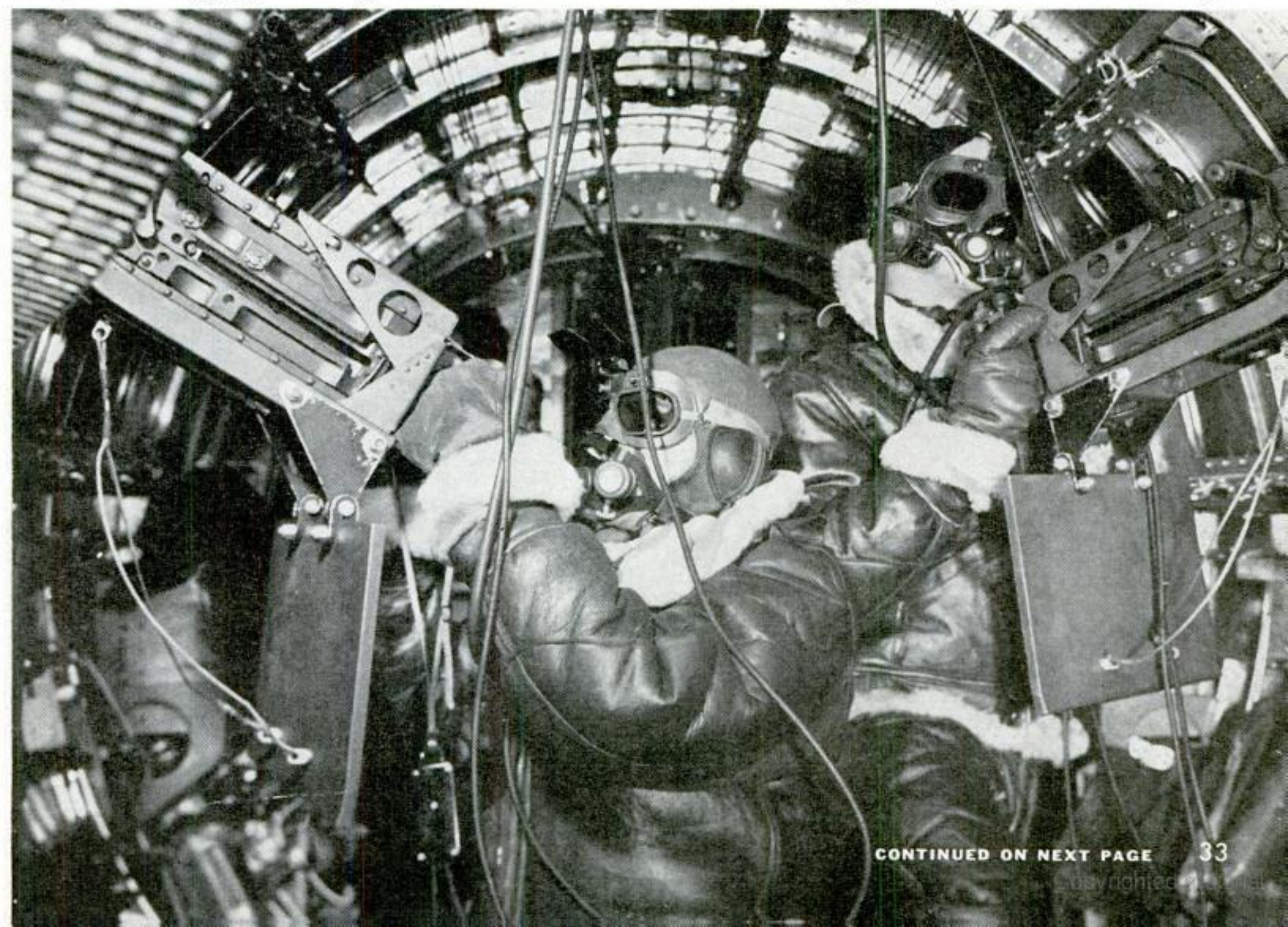
time with its fighter escort and to reach its target on schedule. A 10- or 15-minute navigational error may mean disaster.

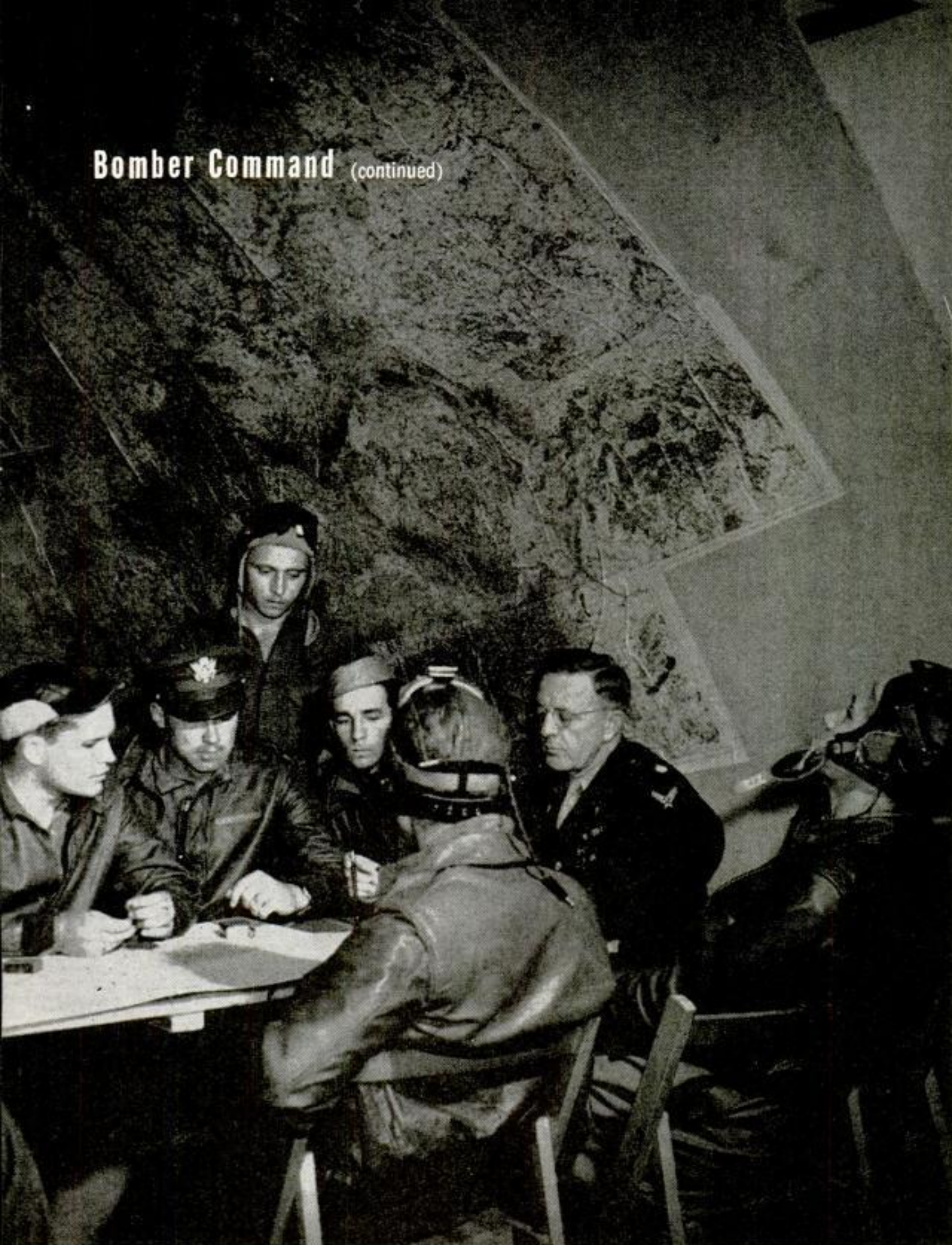


GETTING INTO FORMATION FROM WHICH THEY WILL BOMB GERMANS ARE SEVEN FOUR-MOTORED FLYING FORTRESSES

Inside a Fortress, on operational flight, a radio operator and an engineer, wearing goggles and oxygen masks, man .50-cal.

waist guns. Bulky clothes and oxygen masks make movement difficult, thus lowering efficiency sometimes as much as 50%.





Crews are interrogated by intelligence officers immediately after their return from a flight, before they have had a chance to forget anything. Enlisted men, as well as officers, tell their stories.

CREWS REPORT RESULTS OF THEIR RAID

Before they take off, the bomber crews are grim and businesslike. They talk in low voices, nervously. When they come back safely, however, they are grinning and exuberant, all anxious to talk at once. When they report the results of their raid to intelligence officers, they eagerly tell how accurately their bombs hit, what flak they encountered, what fighter planes attacked them, how many planes they shot down. From such facts, intelligence officers can decide whether the raid was a success, and gather information on German defenses for future raids.

To celebrate the first month of Bomber Command operations, a ceremony was held Sept. 12 at one of its principal stations. Pilots, bombardiers, navigators and sergeant gunners, who had performed heroically in the historic first month, were decorated with Distinguished Flying Crosses and with Purple Hearts. As a nucleus of the U. S. bomber crews soon to be flying from England toward the Continent, they were told they were doing their job well. But privately they were especially proud that they were the ones who had been chosen to show the way for Americans still to come.



Everybody tries to talk at once as the intelligence officers go on questioning crews. Later, intelligence officers will prepare one comprehensive report of the whole raid, send it to General Eaker.

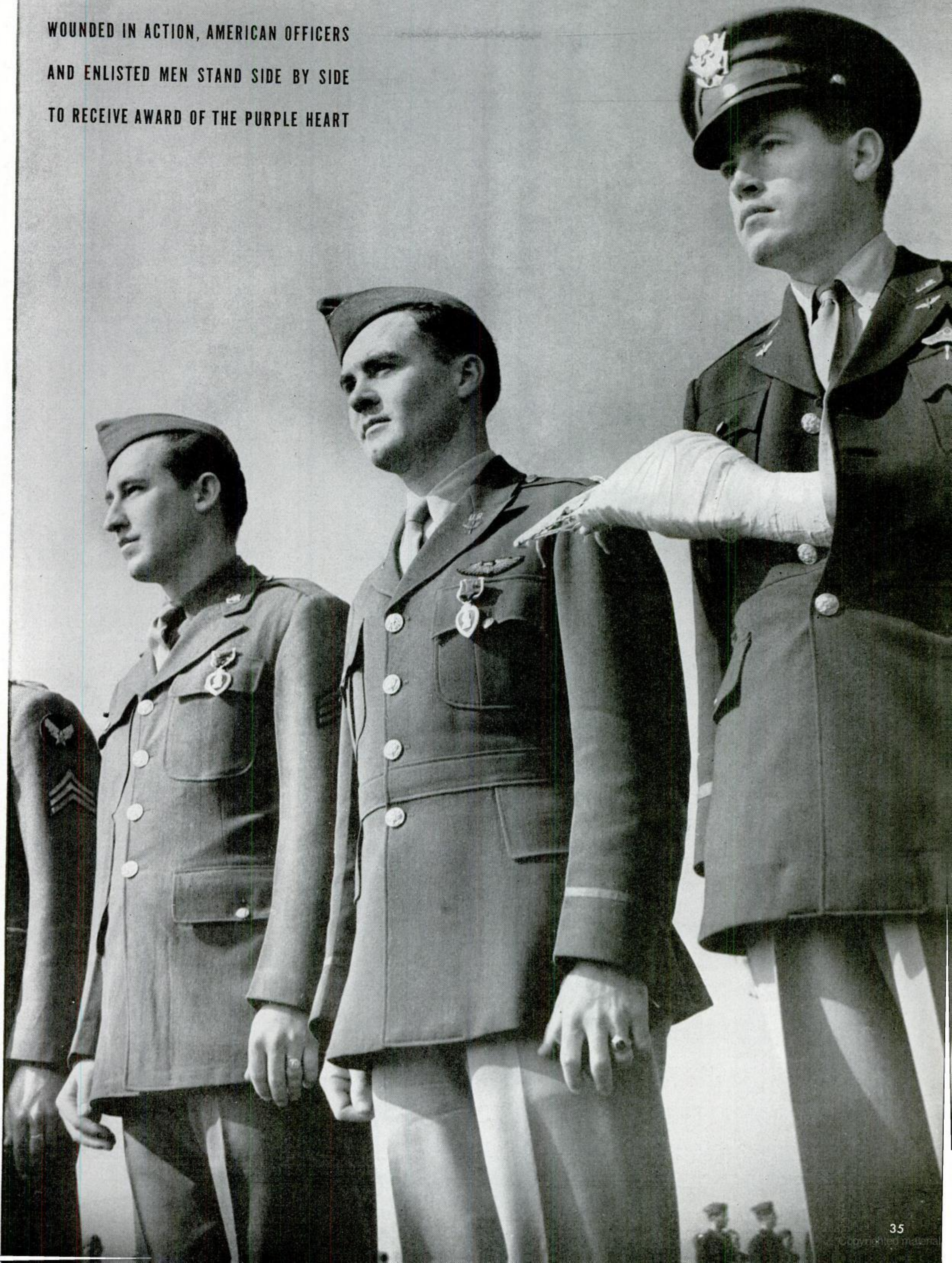


Inspection of reconnaissance photos, taken by R.A.F., is finale of every bombing mission. From these pictures trained interpreters can adduce details of damage done, down to the smallest item.



Precision bombing near Abbeville airfield is shown in photograph taken during a Fortress raid on Aug. 19. Bombs are hitting right on German anti-aircraft positions and on dispersal areas.

WOUNDED IN ACTION, AMERICAN OFFICERS
AND ENLISTED MEN STAND SIDE BY SIDE
TO RECEIVE AWARD OF THE PURPLE HEART



LIFE ON THE NEWSFRONTS OF THE WORLD

Willkie Evolves a Plain Vanilla Foreign Policy for Republicans

Looking back over the past several weeks, Americans could conclude that a new and more hopeful phase had been reached on the home front. This phase began with the President's speech on September 7, and took on real significance in his secret tour around the country. To most of the hundreds of thousands who knew about that tour the censorship that was clamped down appeared extreme. Nevertheless, if that was the price, it was worth it. For the tour opened Mr. Roosevelt's eyes to the key fact of the home front, which the Newsfronts and other commentators had been pounding for months, namely, that the people are far ahead of Washington in their willingness and ability to fight this war. And the President lost no time in putting his discovery to work.

International Coincidence

With the home front making good progress, the problems pressing most urgently for attention were those of the world political front—the “psychological” front where Hitler may well make his next move. On this front there occurred a happy coincidence. Just as the editors of LIFE were going to press with an open letter to the English people (Oct. 12), urging them to join us in a United Nations war rather than just an empire war, the editors of the *Manchester Guardian*, leading English liberal newspaper, wrote an editorial making almost the same points in English terms. Said the *Guardian*:

“Any realistic consideration of Anglo-American relations must begin with a recognition of three simple facts whose significance British opinion still appears to underestimate. The first is that in the eyes of most Americans the primacy of Great Britain as the leading world power is now a thing of the past. . . . The second is that the United States did not deliberately choose to enter the war . . . but was pitched into it overnight intellectually unconverted and morally unprepared. . . . The third is that the traditional attitude of large sections of American opinion towards Great Britain is not one of confidence and esteem but of suspicion. . . .

“What we can do and ought to do is to remove those obstacles to a cordial understanding . . . which our follies have erected and our inertia maintains. The American conviction that British talk of postwar cooperation means that Americans are to underwrite a British old regime which is patently obsolete is not the least serious of the barriers to be overthrown. The British Empire of the past with its mixture of paternalism and repression has plainly had its day. . . . Victory depends on our offering . . . a cause for which to fight. . . . Such questions are pressed with in-

creasing insistence in the United States, not by our critics but by our friends.”

To the editors of the *Guardian* we say, “You bet, the editors of LIFE are your friends. And if a substantial portion of the British people adopt this point of view and assert it, our two peoples will be fused into an indivisible and invincible unity capable of opening a new international era.”

Mr. Willkie Speaks

A further stride toward the political integration of the United Nations was taken by Wendell Willkie, who released from Chungking one of the most important statements on the war that anybody has made. Mr. Willkie put his big blunt finger squarely on the weakness of the United Nations' cause. “This war is not simply a technical problem for task forces,” he wrote. “It is also a war for men's minds. We must organize on our side not simply the sympathies but also the active, aggressive, offensive spirit of nearly three-fourths of the people of the world who live in South America, Africa, Eastern Europe and Asia. We have not done this and at present we are not doing this.

“I have traveled through thirteen countries. . . . I have seen an almost bewildering variety of ways of living. . . . But I have found four things common to all the countries . . . and to all the ordinary people. . . .

“First, they all want the United Nations to win the war. Second, they want the United Nations to get on the offensive now. Third, they all want a chance at the end of the war to live in liberty and independence. Fourth, they all doubt . . . the readiness of the leading democracies . . . to stand up and be counted upon for the freedom of others after the war is over. This doubt kills their enthusiastic participation on our side.”

Mr. Willkie called for a statement of “plans which will be concrete and meaningful to the lives of these millions of people who are our allies.” Some of the plans “are already clear, I deeply believe, to most Americans. We believe that this war must mean an end to the empire of nations over other nations. And we must say so now, not after the war. We believe it is the world's job to find some system for helping colonial peoples who join the United Nations cause to become free and independent nations. We must set up firm timetables under which they can work out and train governments of their own choosing. . . . In the United States we are being asked to give up temporarily our individual freedom and economic liberty in order to crush the Axis. . . . The way to make sure that we . . . recover our traditional American way of life . . . is to create a world in which all men everywhere can be free.”

These words supported the thesis of the *Manchester Guardian*. They supported also LIFE's plea to the English people to fight a United Nations war. They were words that “the ordinary people” of the earth—the peo-

ple who must help us win—wanted to hear. And as such, they reinforced the political front of the United Nations against Hitler's designs.

A Republican Foreign Policy

But while the Chungking statement was evidently written to the world at large, it has a most practical bearing upon American domestic politics. It is an effort to define a common objective for all the peoples of the United Nations—that is, not only the peoples of Africa, Asia and South America, but for us of the U. S. as well. And if Mr. Willkie can succeed in battling his way through to such an objective—one that seems realistic to us as well as to the other nations involved—he will have accomplished a great end in the preservation of democracy and freedom here. American democracy is based upon a two-party system. Hitherto the Democratic Party has managed to create the impression that it had a monopoly on enlightened internationalism. And this impression, however fallacious, is exceedingly damaging to the two-party system in an era when American interests and hopes are so intimately bound up with international affairs. The Republican Party stands in dire need of a foreign policy, and Wendell Willkie is on the way to it.

Moreover, apart from Mr. Roosevelt, the chief American spokesman for the war aims has thus far been Vice President Wallace. And however excellent Mr. Wallace's definitions, or however satisfying to many Americans, they have not done the whole political job, either abroad or at home. Whether rightly or wrongly, many a Republican Congressman voted a straight isolationist ticket before Pearl Harbor chiefly because he could not see a realistic solution to the international problem in any statement from the New Deal. The able Congressman John Vorys of Ohio, for instance, while apparently a strict Republican isolationist, has on a number of occasions expressed his open-mindedness toward international solutions, providing only they are real enough to work. And Mr. Willkie's good and generous friend, Congressman Charles Halleck of Indiana, might be another case in point. Certain it is that patriotic Republicans, such as both of these men are, would welcome a plain vanilla Republican solution to the mighty international problem which they must squarely face.

Thus, on the domestic stage, it can be said that Mr. Willkie has already gone a long way—as a leader should—to liquidate that dead cat of American politics, the isolationist-interventionist debate. For he is evidently in the process of shaping for his party a *Republican internationalism*—a new, streamlined, modernized weapon with which to fight. And, on the other hand, on the international stage, he has pushed the war ahead by bringing new cheer to millions of common men throughout the world, who have hoped so much from the U. S., and yet have been so afraid of hope.

PICTURE OF THE WEEK

In 1854 Jaime Nunó wrote the music for Mexico's national hymn. In 1908, at the age of 83, he died in Buffalo, N. Y., an obscure teacher of music. Last

week in the presence of Mexican Ambassador Najera (*extreme right in picture on opposite page*), the composer's bones were removed from his grave.

Next day they were flown to Mexico City for reburial in the Hall of Heroes beside those of Francisco Bocanegra, who wrote the national hymn's words.

Last remains of Jaime Nunó, the composer
of Mexico's national hymn, are taken from
a U. S. cemetery for reburial in Mexico City





THE U. S. ARMADA WITH ITS NAVAL ESCORT LIES IN THE HARBOR OF ONE OF THE ANDREANOF ISLANDS, WHICH ARE FULL OF SHELTERED BAYS, REEFS AND DANGEROUS TIDE RIPS

ALEUTIAN ATTACK

U.S. armada occupies Andreanofs

Lonely and empty were the Andreanof Islands in the Aleutians, midway between the advanced Japanese and U. S. bases. Only a few blue foxes roamed the treeless, foggy, gale-blasted humps until Aug. 30. On that day an armada of U. S. transports, power barges, tugs, converted yachts and one schooner nosed through a rainstorm into a harbor in the Andreanof group. As the

lighters and landing boats headed for shore, a gale blew up and piled men and barges into the surf. Expecting Jap bombers any moment, the men stood in waist-deep icy water passing boxes and bales hand-to-hand to the strip of beach, the gray sand dunes and grass hummocks behind. In an hour helmeted U. S. soldiers were careening along the beach in Army jeeps. Bulldozers and trac-



Armored barge slaps down its landing platform in the storm-driven surf beating on the beach, and troops with full equipment pile out in a hurry. Dim in the storm is one of the transports.



Shelter tents are set up. Some men the first night burrowed caves in the sand dunes. Since there are no trees on the Andreanof Islands, all of the lumber for barracks must be brought in later.



THE STEVEDORE WORK OF LANDING SUPPLIES ON THE SLOPING BEACH GOES ON FOR SEVERAL DAYS. SOME MEN WEAR OLD-FASHIONED HELMETS, OTHERS KNITTED "PHANTOM HATS"

tor trains were going to work. Anti-aircraft and coastal guns were being set up. Navy flying boats were the only planes covering the landing.

That night the men stood around fires of soggy driftwood, still expecting the Japs. They went frantically to work to build a fighter-plane field next day. By the fourth day, a test plane landed on it. By the tenth day,

it was ready, and then at last the Japs discovered that the U. S. had stolen a march and was within fighter range of the Jap islands of Kiska, Attu and Agattu. By Sept. 14, U. S. planes began to pound Kiska every day, with complete fighter escort. Over a month later, on Oct. 3, the Navy revealed the operation of Aug. 30. The Japanese could no longer get any aid from the informa-

tion or the pictures shown on these pages. About the same time the Japs quit Attu and Agattu, which they had already given Japanese names.

To one school of strategists, all this was the best U. S. war news heard in months. The shortest road to Japan was opening up. And U. S. cargo planes were reported flying safely from Alaska to Siberia and China.



Field commander, Brigadier General Eugene M. Landrum (left), 41, from Florida, looks over the job with grim satisfaction. His first field order was a hearty congratulation to his troops.



The sign points approximately southwest. Slogan, though intended ironically, applied strictly to the backbreaking labor of landing and equipping new advanced U. S. base in Andreanofs.



Wrong way to stop whisky is exemplified by the actions of these thousand righteous ladies, delegates to the 68th Annual

Convention of the National Woman's Christian Temperance Union. The convention, held in Birmingham, Ala., called liq-

uor "our most widespread and dangerous saboteur," and demanded immediate, total prohibition for duration of the war.

THE RIGHT AND WRONG WAY TO STOP WHISKY

Last week two widely divergent organizations tried to stop the flow of whisky. The WPB did it the right way by issuing instructions to 80 beverage alcohol plants throughout the U. S. to cease the production of whisky on Oct. 8 and change over to making industrial alcohol for wartime use. The picture below shows one of the largest U. S. distilleries complying with the WPB order by cutting off the flow of alcohol which

was pouring into charred barrels for aging as whisky.

The other organization which last week made an attempt to stop whisky did it the wrong way. The National Woman's Christian Temperance Union held a convention in Birmingham, Ala. (*see opposite page*) and launched a new nationwide campaign for prohibition during and after the war. In her spirited speech, Mrs. Ida B. Wise Smith, perennial president of the W.C.T.U.,

said: "There is hardly an activity of the home front of more importance to the American cause. Liquor is our most widespread and dangerous saboteur, and it is our patriotic duty to halt its ravaging of manpower, materials, resources and physical stamina." No mention was made of the time and effort wasted or the transportation facilities usurped by the 1,000 delegates from all 48 States who came to the W. C. T. U. Convention.



Right way to stop whisky is shown in this picture. By turning a valve, Lute Kring, the chief still operator at a large Louis-

ville, Ky. distillery, shuts off the pipe which funneled the 120-proof spirits into charred barrels for aging as whisky. Once

the valve is closed, the 120-proof spirits will be diverted into storage tanks for conversion into 190-proof industrial alcohol.



AT THE WHITE HOUSE, PRESIDENT ROOSEVELT PINS WAR'S FIRST MERCHANT MARINE DISTINGUISHED SERVICE MEDAL ON SEAMAN CHENEY AS ADMIRAL LAND BEAMS APPROVAL

PRESIDENT HONORS FIRST MERCHANT MARINE HERO

Last week Edwin F. Cheney of Yeadon, Pa., a shy, slim 25-year-old seaman, became the first publicly recognized merchant marine hero of this war. In a simple ceremony at the White House (*see above*), President Roosevelt pinned the newly created Merchant Marine Distinguished Service Medal on Seaman Cheney's lapel.

When Admiral Land, head of the Maritime Commission, told Cheney that the President wanted to pin a medal on him, the modest marine hero was "com-

pletely floored." Cheney said, "There are hundreds of American seamen more deserving of the award. I can't understand why I was picked. It seems that I'm always the guinea pig. I'd rather be sailing a tanker through U-boat-infested waters. . . ."

Seaman Cheney is no stranger to U-boat-infested waters. On March 12 a Nazi submarine sent a torpedo into the hull of the *John D. Gill*, a tanker on which Cheney was quartermaster. In a few minutes the oil-covered waters around the sinking ship be-

came a blazing hell. Cheney released a life raft, dived overboard, and swimming under water maneuvered the raft clear of the leaping flames. Although he was badly burned, Cheney helped four crewmates to safety on the raft, and then again dived into the fiery sea to rescue two others who were injured and unable to help themselves.

On June 15 Cheney was aboard another torpedoed tanker, had a rib broken. As soon as possible, Hero Cheney is going right back to sea again on a tanker.

"Coca-Cola goes along"



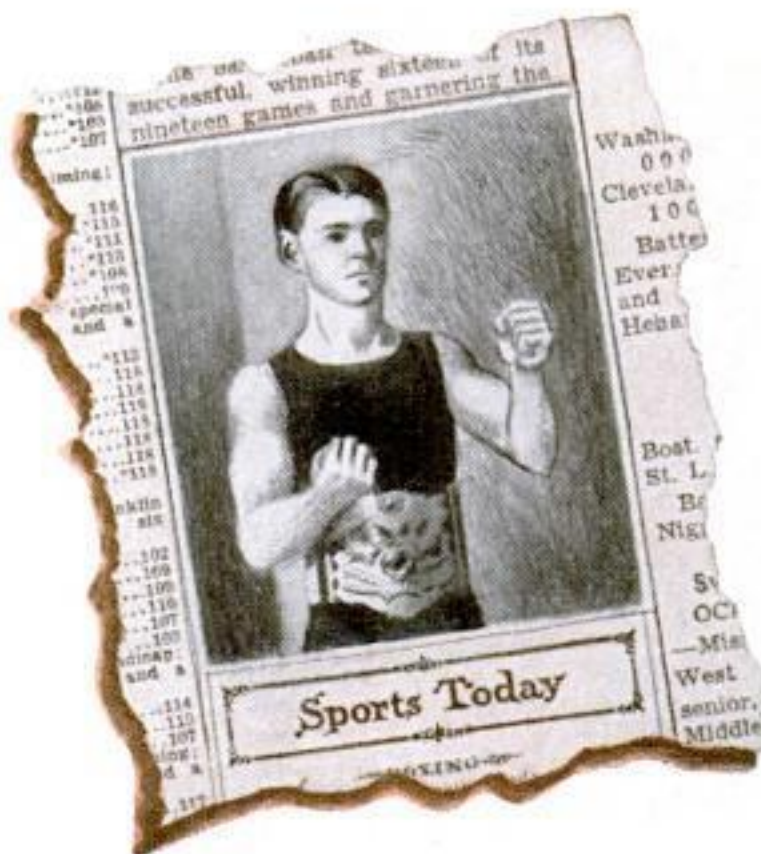
It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called Coke. Coca-Cola and Coke mean the same thing . . . the real thing . . . "a single thing coming from a single source, and well known to the community".

5¢

Ice-cold Coca-Cola gets a hearty welcome. It's the answer to thirst that adds refreshment. Coca-Cola has *that extra something* to do the job of complete refreshment. It has a taste that's uniquely satisfying — a quality that's unmistakable. That's why the only thing like Coca-Cola is Coca-Cola itself. Thirst asks nothing more.

Famous M's

(DO YOU KNOW THEM?)



1. Bantamweight and Featherweight
Boxing Champion (1899-1901)

M _ _ _ _ _



2. Viennese musician and composer
(1756-1791)

M _ _ _ _ _



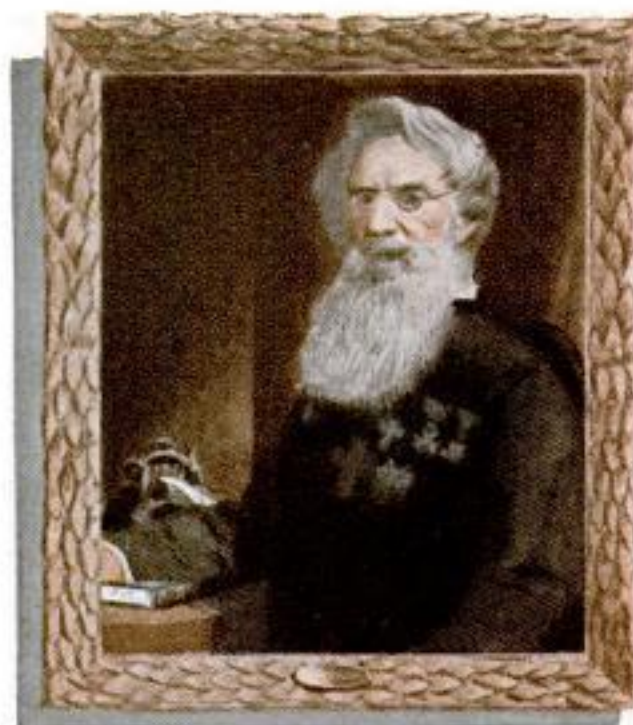
3. Sixteenth Century Italian sculptor
and painter (1475-1564)

M _ _ _ _ _



4. Civil War General

M _ _ _ _ _



5. Inventor of telegraph

M _ _ _ _



6. The blended American whiskey
that's mellower and milder than
many costlier brands

M _ _ _ _ _ &

M _ _ _ _

... and Famous Words



THE MAN AT THE BAR:

I prefer M&M's mellow, distinctive taste. I always ask for it by name.



THE MAN WHO LIKES A GOOD BUY:

M & M's my choice because it's mellower and milder than many costlier whiskies.



THE MAN WHO ENTERTAINS:

My guests appreciate M&M's rich flavor. They admire my taste in choosing whiskey.



THE MAN WHO LIKES TO IMPRESS:

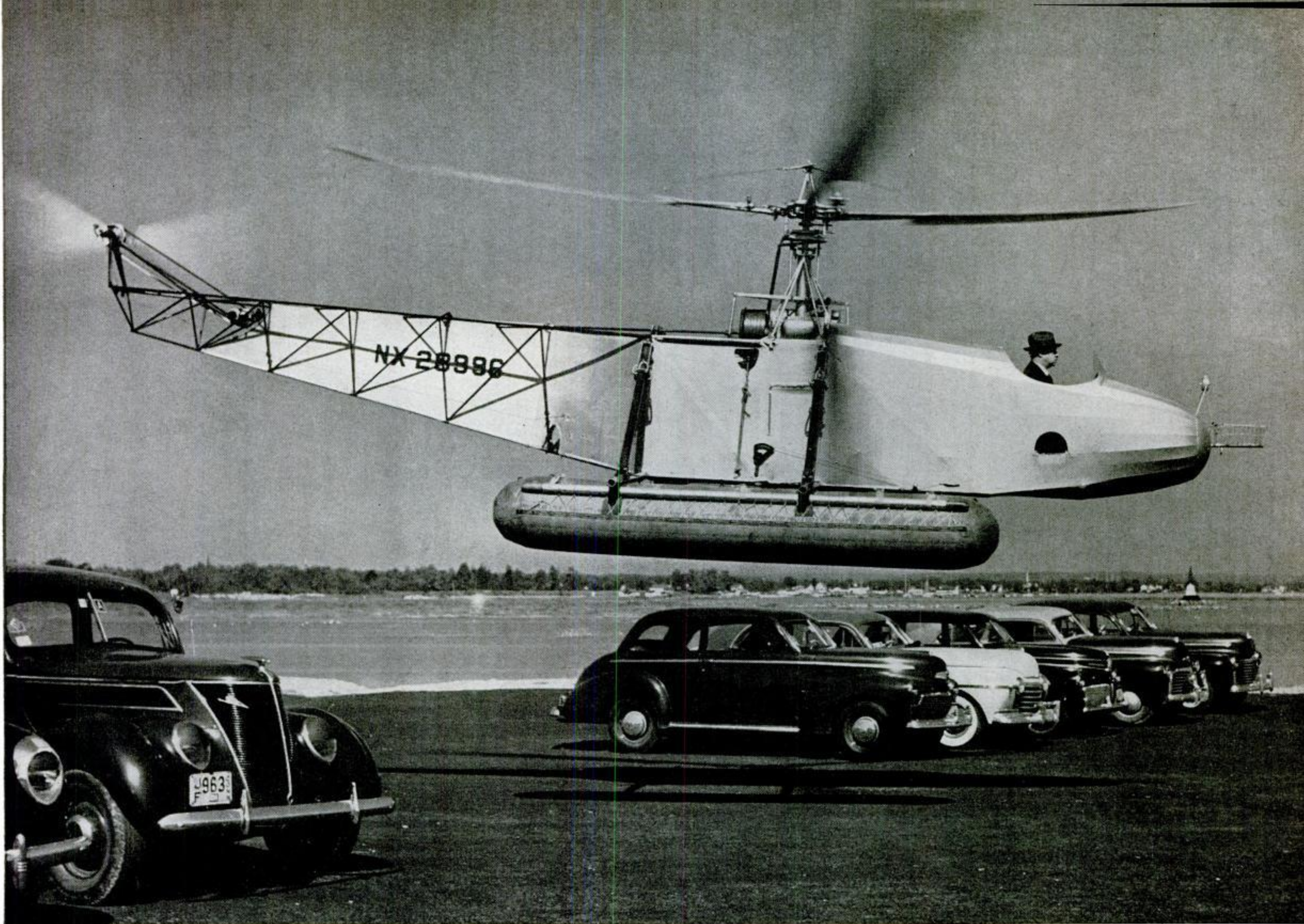
I've seen M & M in so many fine homes, that I've switched to it, too ... and I'm delighted with it.



ANSWERS—

- | | |
|-----------------|----------------------|
| 1. McGovern | 4. McClellan |
| 2. Mozart | 5. Morse |
| 3. Michelangelo | 6. Mattingly & Moore |

Blended Whiskey—60% grain neutral spirits, 86 Proof (also 80 Proof). Blended Whiskey—72½% grain neutral spirits, 86 Proof (also 80 Proof). Frankfort Distilleries, Inc., Louisville & Baltimore.



FROM AN AUTOMOBILE PARKING LOT WHERE IT WAS WEDGED IN BETWEEN TWO CARS, IGOR SIKORSKY TAKES OFF IN HIS HELICOPTER. SPACE NEEDED FOR PARKING IS 10 FT.

SKYWAY FLIVVER

Sikorsky's amphibian helicopter is easier to drive than an auto

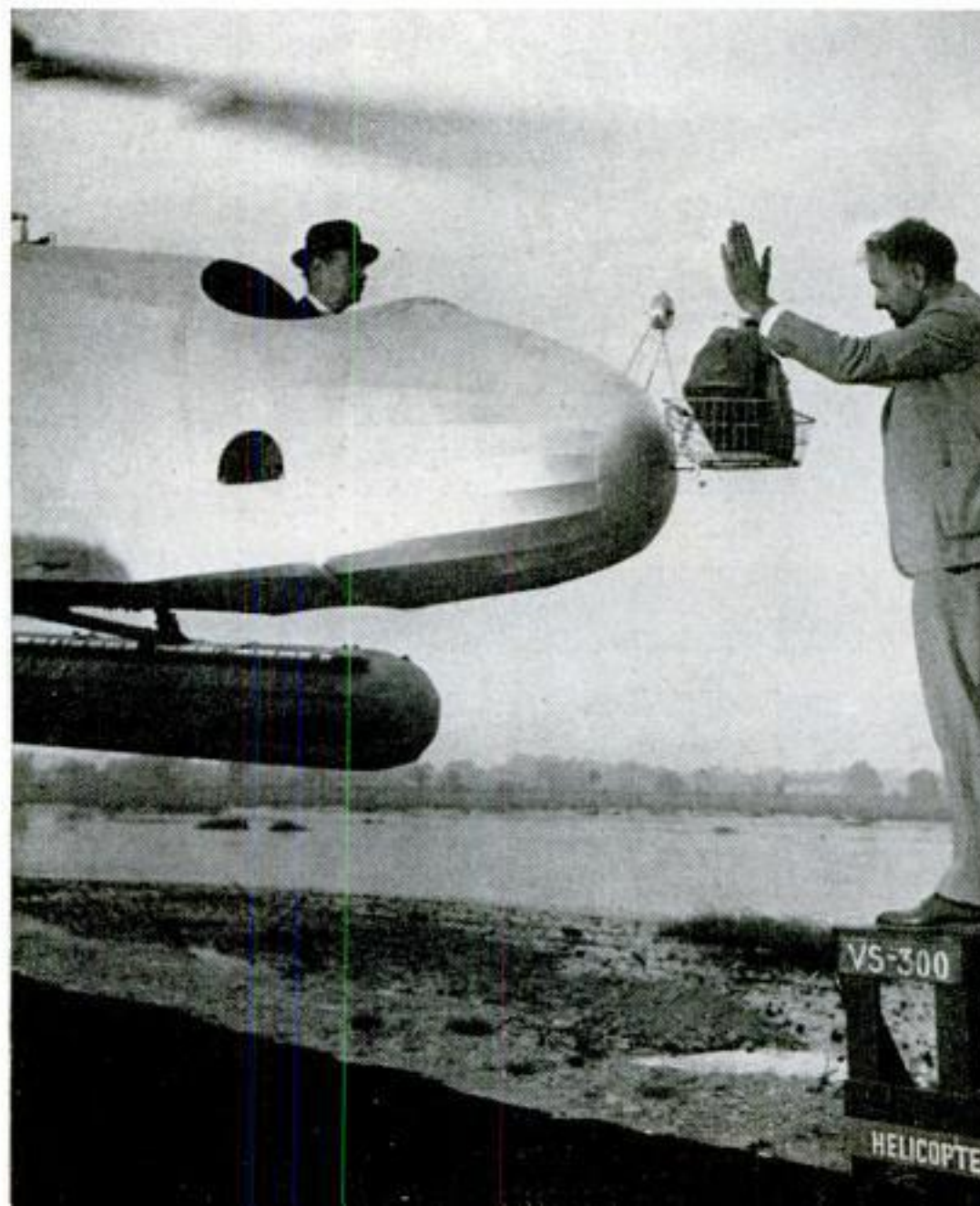
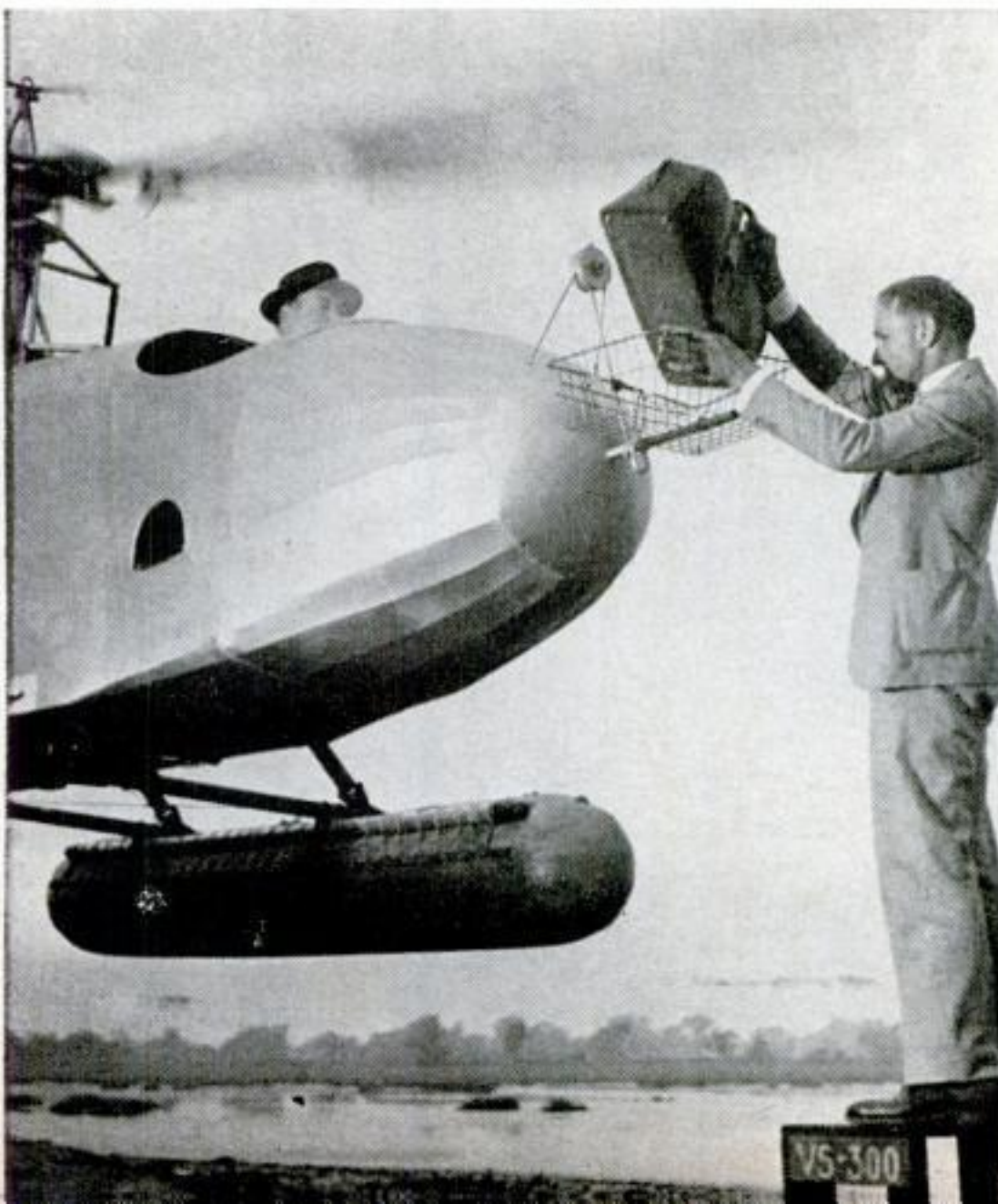
Ever since the rumor started spreading in 1903 that two bicycle mechanics from Dayton, Ohio, had invented a flying machine, the man in the street has been envisioning the miraculous day when he could go hopping off to work every morning in his own fool-

proof little airplane. That dream suffered a temporary setback when Hitler scared the world into huge plane production for war rather than pleasure. But up in Stratford, Conn., Igor Sikorsky is still perfecting his baby helicopter, the closest thing yet to the air flivver. A latest improvement is an amphibian landing gear (*see p. 48*), enabling the helicopter to come down on earth or water with equal ease.

Sikorsky's helicopter works on a different principle from de la Cierva's autogyro. The autogyro uses a 200-hp airplane engine which turns a propeller in the nose of the ship, impelling it forward but not up or down. On top it has a rotor which turns automatically when the plane is in motion, but the autogyro cannot

lift unless the ship is already moving forward. The helicopter, with mechanically operated rotors, can hover in a stationary position off the ground (*see below*), ascend and descend at any speed, stop, back up, go sideways or forward. The plane gets 15 miles to a gallon of gas, weighs 1,500 lb., is 27 ft. long and when in mass production will cost the same as a medium-priced car. Operating on a 90-hp air-cooled Franklin engine which is geared directly to the three-bladed main rotor, the present plane has a speed of 80 m.p.h. The small rotor at rear is used only for steering. Essentially a peacetime product, the helicopter has potential military uses for communications, scouting and as a substitute for parachute troops.

SIKORSKY BRINGS HELICOPTER DOWN WITHIN 3 FT. OF GROUND TO GET AN OVERNIGHT BAG WHICH HE FORGOT. AFTER ASSISTANT PUTS BAG IN BASKET, PLANE BACKS AWAY



Be Proud you're an AMERICAN HOUSEWIFE



PEQUOT honors you—for making our way
of life worth living, our homes worth saving.

WHO SAYS America has grown soft? No one who knows you, Mrs. American Housewife.

You've broadened your interests, certainly. You spend less time in the kitchen. And you spend it mightily intelligently! You know about vitamins. You plan meals for health. To you, America owes this generation of healthy children—with their straight, fine backs and sturdy legs.

When you shop, you look for values. You buy as thriftily as your grandmother.

Take sheets, for instance. In nation-wide polls you voted Pequot your favorite.

Now look at the evidence to

back your judgment. The U. S. Testing Co. of New York has tested Pequot Sheets for over nine years. In weight, breaking strength, shrinkage, sizing, they compared Pequots with the high standards set by the U. S. Government for its own purchases. And they testify that *Pequots consistently exceed standards set by the government experts!*

You judged Pequot quality without access to scientific apparatus. Quite a tribute—isn't it?—to your sense of values. No wonder you've made the American standard of living the highest this world has ever known!

PEQUOT MILLS, SALEM, MASS.



PEQUOT SHEETS

PEQUOT... AN INDIAN NAME



PRONOUNCED PEE-KWAT

Skyway Flivver (continued)



Coming down to park, the helicopter hovers like a hummingbird over the exact spot where it will land. Then the lift lever is released, and the plane slowly begins to sink.



Parking the helicopter is easier than parking a car. This small plane can be settled down as slowly as one foot a minute, then jockeyed forward, back, right or left to fit.



Grounded helicopter could take off from this position even with other lines of cars directly in front and behind it by lifting straight up in the air before going forward.

CONTINUED ON PAGE 48

Facts below* are reported by impartial dental authority not concerned with promoting—or attacking—any dentifrice.

WHY RISK GOOD LOOKS *AND* TEETH

by methods which Dental Research finds injured 6 adults in 10 (in softer, exposed parts of their teeth).

Shocking Danger Reported to Whole Dental Profession!

See that cavity?



Brushing did it.

*Recent studies at a leading Research Foundation clinic disclosed these startling facts:

OF ALL PATIENTS REGULARLY BRUSHING TEETH WITH POPULAR DENTIFRICES, 58% ACTUALLY BRUSHED CAVITIES INTO SOFTER PARTS OF TEETH, EXPOSED BY RECEDING GUMS; THIS DAMAGE RESULTED FROM ABRASIVES IN THE DENTIFRICES; and 8 IN 10 RUN THIS RISK CONSTANTLY.

—(Reported in authoritative dental journal)

READ that again! It means—8 to 10—you may be taking needless chances with beauty... running the risk of slowly brushing cavities into your teeth (as described above).

TEEL—the new, modern, liquid dentifrice, avoids such risks. And it's so pleasant—so convenient! Protects teeth because it contains *no abrasives*. Used twice daily—it leaves your mouth delightfully clean and refreshed. Then—spend *one extra minute a week* polishing your teeth with plain baking soda on brush moistened with TEEL. Try it! See how this new TEEL way—TEEL, plus TEEL-and-soda—makes your teeth sparkle their prettiest! Get TEEL—today—at any good drug counter. There's beauty in every drop.

NEW SAFE TEEL WAY
*One Extra Minute
a Week!*
BRIGHTENS TEETH SAFELY!

HERE'S ALL YOU DO

- 1** Brush your teeth every day—thoroughly—with TEEL. A few drops on dry or moistened brush. Feel it clean!
- 2** Once a week brush teeth with plain baking soda on brush moistened with TEEL. Brush at least an extra minute.

**THIS NEW TEEL WAY CLEANS AND BRIGHTENS TEETH...
LEAVES MOUTH DELIGHTFULLY CLEAN AND REFRESHED**



Copr. 1942, Procter & Gamble

Teel PROTECTS TEETH
LIQUID DENTIFRICE

—Beautifully!

TEEL COMES IN A BOTTLE—NO BOTHER WITH TUBES



HERE'S THE LOTION YOU USE BEFOREHAND

TUSHAY

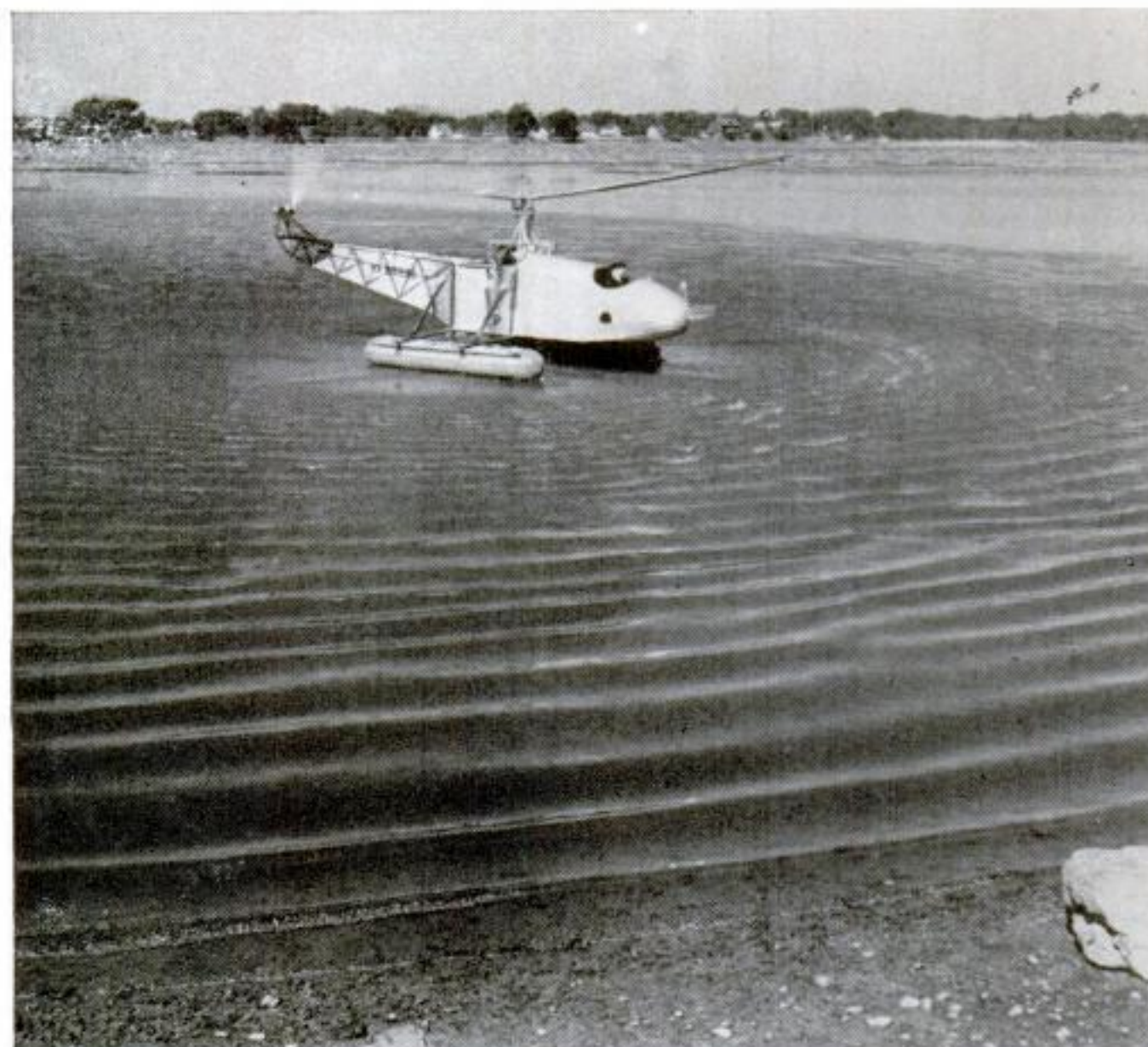
... to protect hands even in hot, soapy water

Yes! Smooth on Tushay *before* you wash dishes—or stockings or undies. It actually guards against roughening, drying effects of hot, soapy water! And fragrant, creamy Tushay brings velvet smoothness to skin—all over! Popularly priced and so rich a little goes far.

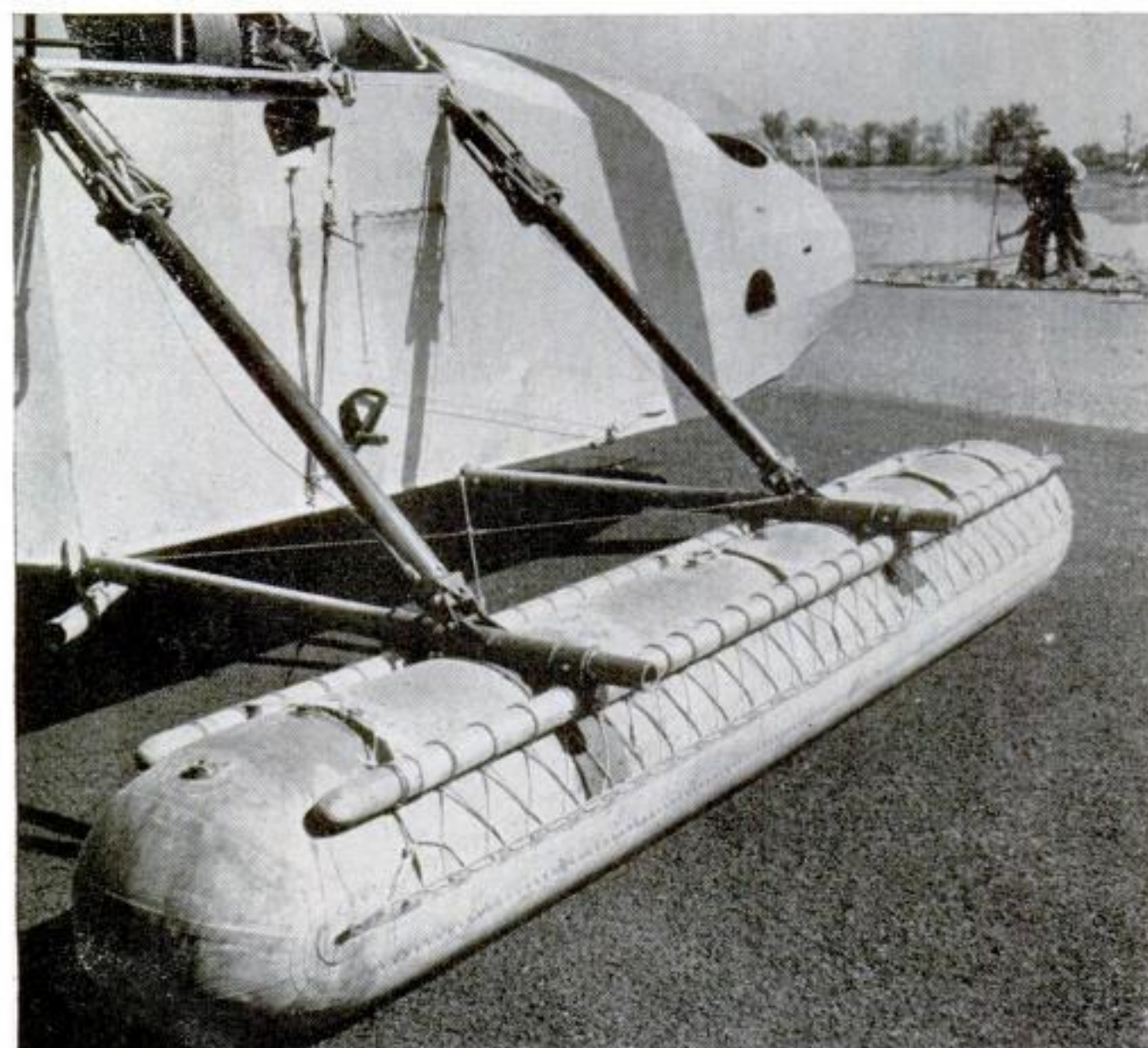


Trade-marked Product of Bristol-Myers

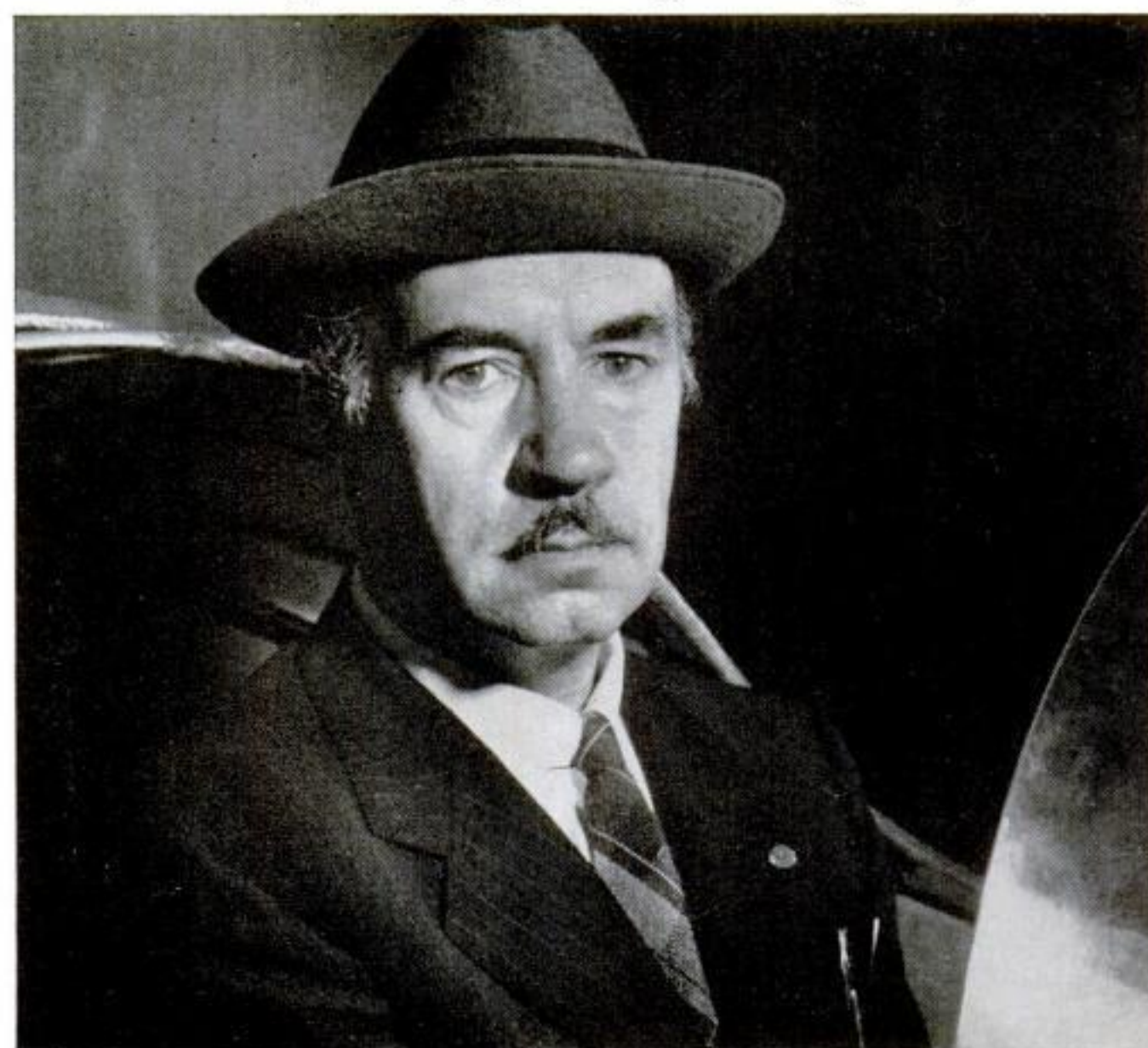
Skyway Flivver (continued)



On water the helicopter can come down or take off without a splash. The plane's new amphibian character could make it useful for off-shore patrol duty in wartime.



Amphibian landing gear consists of light, durable pontoons of rubber-canvas which are divided into compartments (as guarantee against total puncture) and inflated.



Igor Sikorsky began experiments with the helicopter in 1908. The 53-year-old Russian-born inventor is best known for his four-motored long-range flying boat VS-44-A.

Time for some
GOOD "SOCKS"



COPYRIGHT BY
INTERWOVEN
STOCKING
COMPANY
1942

This is "No Time for Fooling" . . .

No time to buy Socks
that do not carry the
Maker's Name . . . it
is *his* endorsement
and *your* guarantee
of DEPENDABILITY.

Buy *INTERWOVEN . . .
the GREATEST NAME
IN SOCKS . . . No Equal
for WEAR.

WAR
SERVICE
SOCKS

Also in Black
and in White
for the Navy

* **Inter
woven**

**FOLKS! HERE'S HEMO —
THE NEW WAY TO DRINK YOUR VITAMINS
AND LIKE EM!**



© The Borden Company

HEMO, new vitamin- and- mineral-fortified drink, is here! It tastes better, is better than the most scrumptious malted milk you ever quaffed! **HEMO isn't a** convalescent's drink—although convalescents can and do thrive on it! **HEMO isn't just a** children's drink—although children love its rich chocolate flavor and respond magnificently to it!

HEMO isn't made just for women on a diet—but it does give dieting women their quota of vitamins and minerals without excess fattening calories.

HEMO is made for YOU—for everybody—who wants a bigger kick out of life.

Why? Because **HEMO** is packed with vitamins A, B₁, D, and G—PLUS iron, calcium, phospho-

rus. Just one glass daily gives you enough of these vital food elements to make up almost any shortage in your regular diet!

So start the **HEMO** habit today! You'll love its grand malty flavor... and the zest it puts into every waking moment of your life!

Full pound—24 delicious drinks 59¢
at your grocer's or druggist's

JUST ONE GLASS OF HEMO GIVES YOU:

The Vitamin A in 3 boiled eggs!

PLUS

The Vitamin B₁ in 4 slices of whole wheat bread!

PLUS

The Vitamin D in 3 servings of beef liver!

PLUS

The Vitamin G in 4 servings of spinach!

PLUS

The Iron in ½ pound of beef!

PLUS

The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!



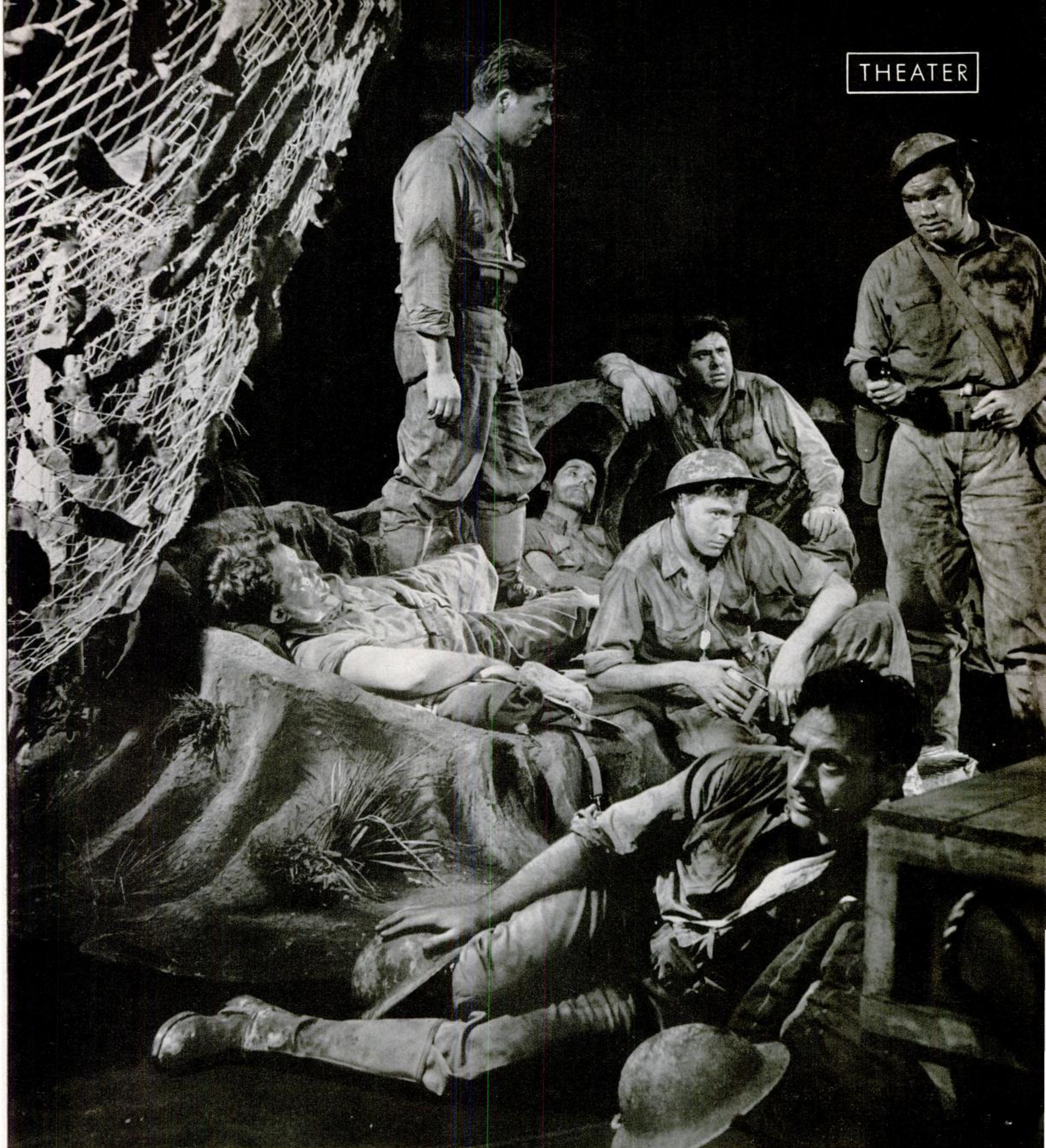
At your favorite fountain: **HEMO** is served from individual, "full-flavor" containers—guarantees full amount of vitamins and minerals in every drink.



To make **HEMO** at home: Stir two teaspoonfuls of **HEMO** in a glass of milk. Easy mixing directions on label. **HEMO** for one drink costs only 2½¢.

Borden's
Hemo

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!



EXHAUSTED AND SICK WITH MALARIA, SOLDIERS HOLDING A SMALL ISLAND IN THE PHILIPPINES LISTEN AS SERGEANT TELLS THEM THEY HAVE QUININE FOR ONLY TWO DAYS

The Eve of St. Mark

U. S. soldiers fight in Anderson's new war drama

Last week Maxwell Anderson's *The Eve of St. Mark*, which is this war's first serious play showing American soldiers in action, opened on Broadway. Within the next two months, in an experiment which is new to the theater, 46 separate productions of this drama will have rung up their curtains in college clubs and community theaters from New Hampshire to California. Dealing simply and

sincerely with the problems of a youth who goes to war and is forced to make the decision between living and dying, it is a good play to show on Main Street.

Taking his title from Keats's poem, *The Eve of Saint Mark*, Anderson uses the legend that ghosts of persons slated to die appear on that night. Quizz West, a young farm boy drafted from a closely knit family and a sweetheart, finds himself on a much-bombed island in the Philippines on the eve of St. Mark (April 24). In a stirring dream sequence he pleads first with his mother and then with his girl to tell him whether he should fight or retreat. Spiced with the crisp soldier dialog of Anderson's *What Price Glory?* this play has more mood than plot, is warmer in emotions, embraces the home front as well as the foxholes. Well acted by a cast headed by Aline MacMahon and William Prince, and staged with a minimum of scenery, *The Eve of St. Mark* is a thoughtful and moving drama of America at war.

cool shaves

For Facial Harmony!



Ingram's helps condition your skin for smooth shaving while it's wilting your wiry whiskers



A SYMPHONY of smoothness—a jam session for speed—that's an Ingram's shave! Tune up your cheeks and chin—with Ingram's!

Ingram's billowy lather does such a quick and thorough job, even black, bristly beards are easy for your humming blade. We've made Ingram's COOL and delightfully refreshing. It soothes your face and helps condition your skin for shaving.

Yes, and an Ingram's shave has a lingering effect on your grateful epidermis. That soothed, refreshed feeling lasts and lasts. Your face feels and looks like a cool, cool million. Get Ingram's—in jar or tube—today.



INGRAM'S

shaving cream

"The Eve of St. Mark" (continued)



Home on leave for a few hours, Quizz tells his parents that Janet, a next-hill neighbor, is the most wonderful person in the world and that they want to get married. Over Janet's blushing protests Quizz tells how they met on a tour of Radio City while he had a

day's leave from Camp Upton. Not recognizing her, he picked her up and took her to lunch. Janet tells them that she knew who he was all the time. Much in love with Quizz, she turns to him and says: "It seems to me—all my life I'd have known you anywhere."



In the barracks at Fort Grace, Quizz on the upper deck of the bed at the right listens as Private Glinka tells the boys that the non-coms are being lectured by the staff officers on the subject of sex. He tells them what he overheard: "Twenty per cent of the men in

an army camp will refuse all temptations because they've got wives or sweethearts and so they don't want to play. . . . Twenty per cent will take anything they can get. . . . There's 60% in between that maybe will and maybe won't depending on the temptation."

CONTINUED ON PAGE 54



**NATIONAL
PHARMACY WEEK**
October 18 to October 24

IT ISN'T SANSKRIT TO HIM

THESE PAGES, with their strange diagrams and unpronounceable names, may look like so much Sanskrit to you.

But to your druggist—the man who helps your doctor alleviate suffering in your community—these pages are part of a book he has been using since his college days.

It's a thick volume of 880 pages. Known as "The Pharmacopoeia of the United States of America," it is an authoritative treatise on hundreds of drugs and medicinal preparations.

To your pharmacist, many of these drugs are as well-known as his intimate friends. In his head, he carries the look, taste, smell, color, weight, and other characteristics of scores of strange-sounding chemicals; and does this as readily as you remember acquaintances by their faces, walk, bearing, or sound of voice.

Did your druggist get to know these drugs overnight? . . . learn quickly what they are, what they do, how to put them together? No, for it takes a pretty special education to become a practicing pharmacist.

It takes four years at a recognized

college of pharmacy. It takes more chemistry—organic and inorganic—than most college graduates ever get . . . more mathematics than a business man uses . . . more Latin than the average lawyer knows.

Now, add botany, pharmacology, bacteriology, toxicology, and actual experience in dispensing drugs under a qualified pharmacist, plus a stiff State Board examination, and you have a man ready to *begin* to practice his profession.

But his study doesn't stop when he first steps behind a prescription counter as a registered pharmacist. New drugs are constantly being introduced and old ones improved upon. New medical and chemical discoveries require your druggist continually to keep abreast of the times.

On the occasion of National Pharmacy Week, Parke-Davis salutes this professional man so important to the health and well-being of your community.

PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

76 Years of Service to Medicine and Pharmacy

Copyright 1942, Parke, Davis & Co.

1 HAVE CLEAN, NEW WINDOW SHADES, EVERY YEAR. Don't stay married to dirty, dingy, expensive shades. Put up handsome, durable CLOPAY Window Shades—change them every spring or fall. You can afford to. For CLOPAYS—made of a new wonder material (cellulose fibre)—cost only 10c-15c.



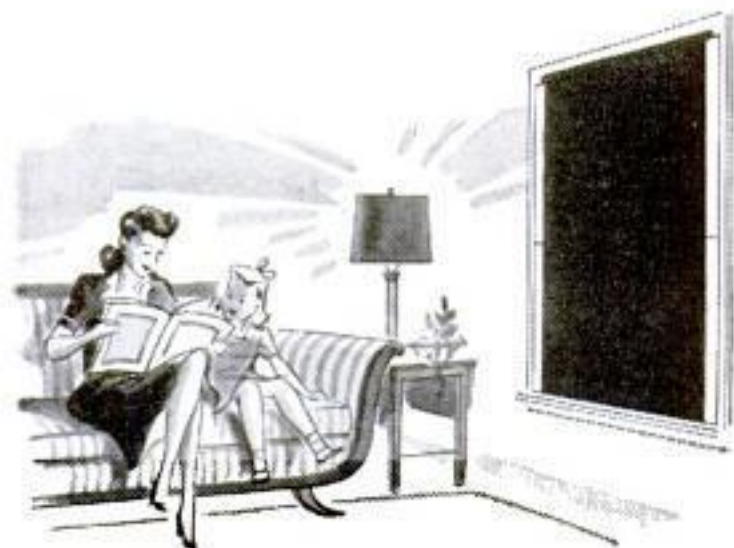
2 BUY A WAR BOND with window shade savings. Figure the cost of new cloth shades for the 20 to 25 windows in your home. Then see if you don't save almost exactly enough to buy a War Bond by choosing good-looking, sturdy 15c CLOPAY Lintones instead. CLOPAYS are quality shades, hang straight, won't pinhole, fray or crack.



How many of these war-time window shade tricks do you know?



3 SAVE A POUND OF VITAL METAL for every ten windows by attaching CLOPAYS to your old rollers. No tacks or tools needed—just moisten gummed strip. CLOPAY Window Shades use none of the more essential war materials.



5 KEEP LIGHTS ON DURING BLACKOUTS behind CLOPAY Blackout Shades. Light-proof. Made of tough, heavy, flame-proofed midnight blue material with patented hold-down clips. Saves upset minds, upset rooms. Big help to daytime sleepers. 39c up, complete on roller.

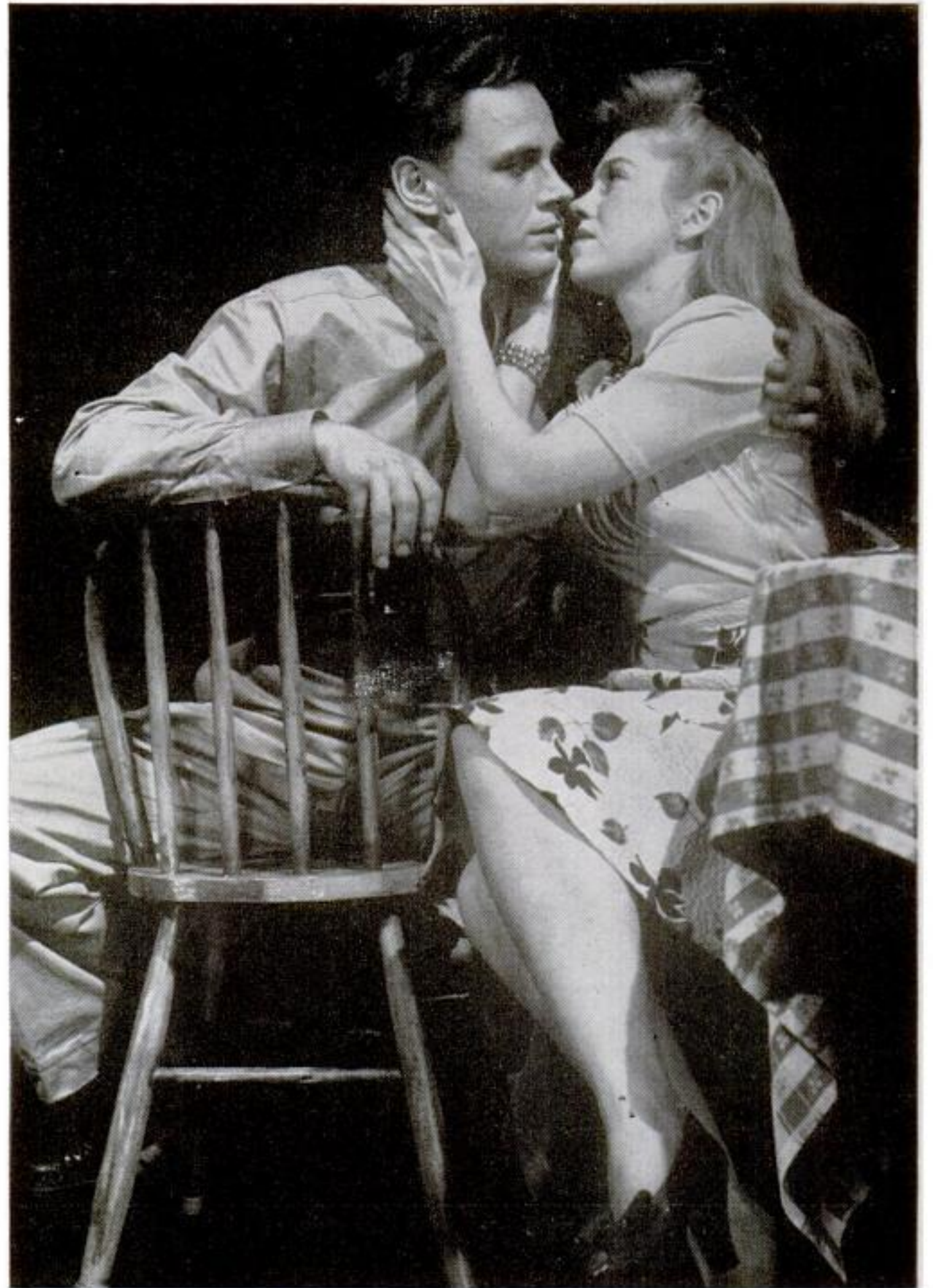


4 KEEP YOUR HOUSE WARMER—SAVE FUEL by keeping your CLOPAY shades lowered, particularly at night. CLOPAYS are made of cellulose fibre, which has a high insulating quality. For **DOUBLE** effectiveness, attach **TWO** 10c or 15c CLOPAYS to each roller, providing insulating "dead air" space between the two shades. Either method will cut down the heat loss through windows...where 20% of such loss occurs in the average home.

A GREAT STEP FORWARD IN MODERN HOUSEKEEPING

CLOPAY
WINDOW SHADES

"The Eve of St. Mark" (continued)

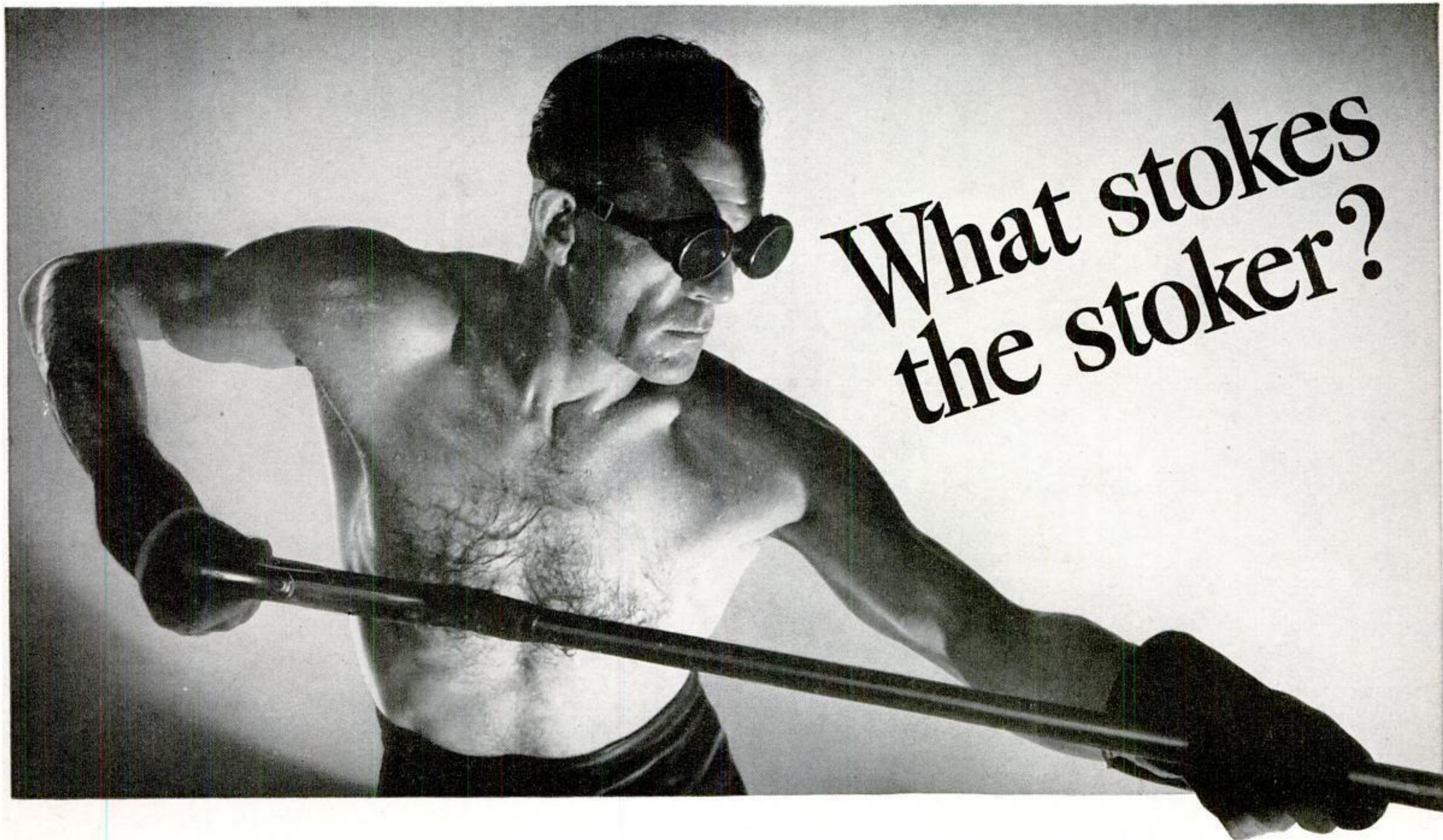


In town for the evening Quizz meets a local girl in a bar. She tries to make him but he only kisses her and then leaves saying that there's someone else he really loves.



Alone with Janet while home before sailing, Quizz asks her if they can't be together. The telephone interrupts their love scene with orders for Quizz to return to camp.

CONTINUED ON PAGE 56



What stokes
the stoker?

Is there a lesson for you in the lunch boxes of huskies like this who are stoking the victory fires all over the country?

Is there something you can learn about keeping yourself ready and able for the wartime jobs that come your way? We think so.

The Whole Nation's Working

Under wartime conditions, *every one of us* is leading a more active and strenuous life, whether we work in war factories or merely drill in home-guard armories.

We're burning up more energy —all of us. And our diets need to be stepped up accordingly.



One thing you'll always find in the stoker's lunch pail is *bread*. Thick, husky, man-sized slabs of it, packed with the *carbohydrates*,

and *proteins* that are *first essentials* to a high-energy diet.

You Need It, Too!

Bread is just as basic to *your* wartime diet.



A man who has stepped up from a sedentary occupation to moderately active work will need the extra food-energy that at least two extra slices of bread each day will supply. If you've moved up from moderately active to active work, the increase will run as high as five slices —perhaps two more slices each meal.

That's why bread consumption has gone up steadily since we entered the war —and is still going up!

Walking more than you used to? One slice of bread provides the energy to walk a mile.

You'll need other things too, of course. Meat, vegetables, butter —good, solid, rib-sticking basic foods. But to do your part properly *you need such energy-food as bread*. Either plain or the new vitamin-enriched kind of white bread which most bakers are offering in cooperation with the government nutrition program.



So eat your fill of bread these days. It's good to eat, convenient — and nowhere in the world is there better bread than the American baking industry prepares for you.

MOST GOOD BREAD IS MADE WITH FLEISCHMANN'S YEAST

More commercially baked bread is made with Fleischmann's Yeast than with all other kinds combined, for reasons such as these:

- 1 Fleischmann pioneered the methods of yeast manufacture which make possible the uniformity, potency and dependable quality not only of Fleischmann's Yeast, but virtually all others as well.
- 2 More than 400 different strains of yeast, selected from thousands gathered all over the world, are kept under constant culture and study in Fleischmann's laboratories. This assures bakers of the yeast best suited to American flours, methods and conditions year after year.
- 3 Fleischmann research on vitamins brought about the yeast method of enriching bread with Vitamin B.

Bread *is basic*

"I NEED A GIRDLE...IT KEEPS MY CHIN UP!"



1. "That's no joke. I do my job on the home front a lot better when I know I'm looking smooth and sleek. And frankly, this talk of giving up foundation garments has had me scared!"

2. "So believe me, it was luck when I read about Munsingwear's revolutionary new 'Foundettes'! They've got a miracle-way of combining power-net sides with back panels of one-way stretch elastic satin 'Lastex'* yarn. Less rubber, plenty of control!"

REG. U. S. PAT. OFF.



3. "What a find! (Munsingwear knows how to take care of us patriots!) The same famous 'Foundette' freedom that lets you walk, sit, bend in comfort...that same natural line!"



4. "I'm getting a power-net 'Foundette' for every occasion...a girdle, pantie-girdle and a full-length. I'll have enough to wash often so they'll last longer."

MUNSINGWEAR

REG. U. S. PAT. OFF.

Foundettes

REG. U. S. PAT. OFF.

FINE FOUNDATION GARMENTS • ALSO UNDERWEAR, SLEEPING WEAR, HOSIERY
MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO • LOS ANGELES

"The Eve of St. Mark" (continued)



The roar of the ocean fascinates the hushed and thoughtful group of men as they stand near the gangplank of a troopship in San Francisco on a day in October 1941.



Sick with malaria, Mulveroy, hard-boiled soldier who thought he knew about women, can't understand why Pepita, the Filipino girl, has nursed him for three days.



Before voting on whether to stay and defend the island or to retreat and be saved, Marion, the Southern poet, half-dead with malaria, gets to his feet and gives a speech.



What! AN ARTIST'S MODEL BUILDING A BOMBER?

SOUNDS unlikely, doesn't it? But if you walked through the big North American plants you'd be thrilled at the way hundreds of women like those pictured here are handling big, important parts of the job of making planes.

The lovely girl at the drawing board is Jackie Maull, onetime model for John Powers. She is one of many career women—former secretaries, singers, milliners and others—whose new careers are at North American. Other women employees were housewives—and good ones, too.

Here you will find wives, sisters, sweethearts (and a few widows) of men who are fighting for freedom. They are proud of their men—and every woman here can be proud of her own contribution to the winning of the war.

America, you owe a lot to women like these.

NORTH AMERICAN AVIATION, INC. Main Plant, Inglewood, California



BOMBERS For the United Nations, B-25 Mitchell ★ **FIGHTERS** For U. S. Army and RAF, P-51 Mustang
TRAINERS For U. S. Army, AT-6C . . . For U. S. Navy, SNJ-4 . . . For RAF, Harvard

BONDS BUY BOMBERS! When you buy War Bonds you're buying planes for victory.

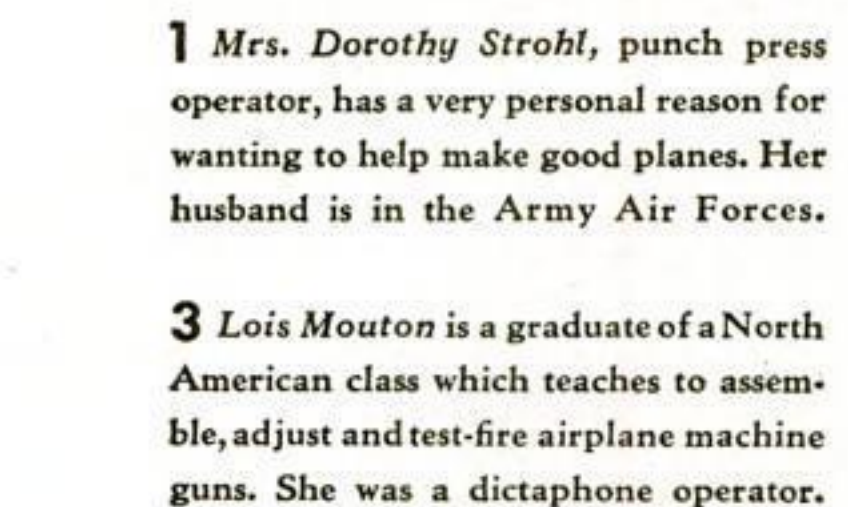
NORTH AMERICAN
Sets the Pace



1 Mrs. Dorothy Strohl, punch press operator, has a very personal reason for wanting to help make good planes. Her husband is in the Army Air Forces.



2 Mrs. L.D. Webster is a grandmother who's doing her part in the war effort. A former interior decorator, she now sews fabric coverings on control surfaces.



3 Lois Mouton is a graduate of a North American class which teaches to assemble, adjust and test-fire airplane machine guns. She was a dictaphone operator.



OUR VEST PROJECT

for Merchant Seamen

Emergency Book for the Fur Industry





CONTRIBUTIONS OF FUR INCLUDING WHITE ERMINE COAT PILE UP AT PROJECT

SEAMEN'S FUR VEST PROJECT

Fur union works overtime to keep sailors warm

The Fur Workers Union is making sure that United Nations seamen will not suffer from the cold this winter when icy winds whip across the decks of merchant ships. Over 45,000 members of the union have volunteered their services for at least ten hours a week to make snug, warm fur vests for Allied sailors. The project, run by the War Emergency Board of the Fur Industry, has been busily operating for over a month in ten U. S. and Canadian cities.

The largest project, which is in New York, last week had finished 5,000 vests and given them to the Maritime Commission for distribution. Fur vests, like the one modeled by Foreman Harry Kravitz on opposite page are pieced together from all kinds of fur scrap, then sewn into an outer lining of waterproof whipcord.



FINISHERS, CUTTERS AND OPERATORS WORK IN CROWDED LOFT TO MAKE VESTS

CONTINUED ON NEXT PAGE



WHAT! *not a drop spilled?*

THE ink stays inside Carter's new Dip-Well in defiance of gravity. The secret is Carter's new unit with a tiny automatic patent pump and a quick starting reservoir pen that writes pages with one dipping. And this complete Dip-Well assembly—Reservoir Pen, ink, pump unit, plus a second bottle of ink costs less than a dollar.

Carter's famous Inks are Quick-Drying... Quick-Starting... Smooth-Flowing... Fountain Pen Inks of Unusual Depth and Brilliance of Color—won't fade—won't strain the eyes.

SINCE 1858 Carter's has furnished the finest inks at the lowest prices. Once more, Carter's initiates a significant contribution to pen and ink writing... This time it's the remarkable Dip-Well.



Carter's New Ovals are sweeping the nation... 15¢

Here are Carter's new smartly streamlined "Ovals"—wide-mouthed for convenient use.

Available in a full range of luscious colors—either permanent or washable—they're the finest for all makes of fountain pens—only 15¢ for a full 2½ ounces.

For value and smartness, too, there's nothing like Carter's 10¢ Cubes—Midnight Blue-Black, Blue and Black, in Washable Blue and Black, and the popular "Sunset" colors.

American Blue for American Writing

Here's the ink that all America is going for in a big way—brilliant deep-toned in tune with today—it's the finest fountain pen ink you can buy. Try it—chances are you'll make it your favorite.



CARTER'S INK
Finest for Fountain Pens

IN EVERY PIPEFUL OF
REVELATION

5 GREAT TOBACCOS
Perfectly Blended — and
CUT 5 DIFFERENT WAYS
for Better Smoking!

Why is it you get such a cool, even and mellow smoke from REVELATION? Where does all that fragrance come from—that gentle, no-bite mildness? It's REVELATION's five superb tobaccos—marvelously blended and cut! Each ripe tobacco lends its own rich flavor! Yet —all that goodness is only 15¢!

"MIXTURES" OF 1 OR 2 TOBACCOS CAN'T TOUCH REVELATION!

| | |
|--|---|
|  <p>LEFT: Ordinary mixture . . . 1-cut tobacco mats down—keeps heat—causes soggy heel and "sour" pipe!</p> |  <p>RIGHT: REVELATION. Five different cuts pack perfectly—pipe "breathes"—burns cool and sweet!</p> |
|--|---|

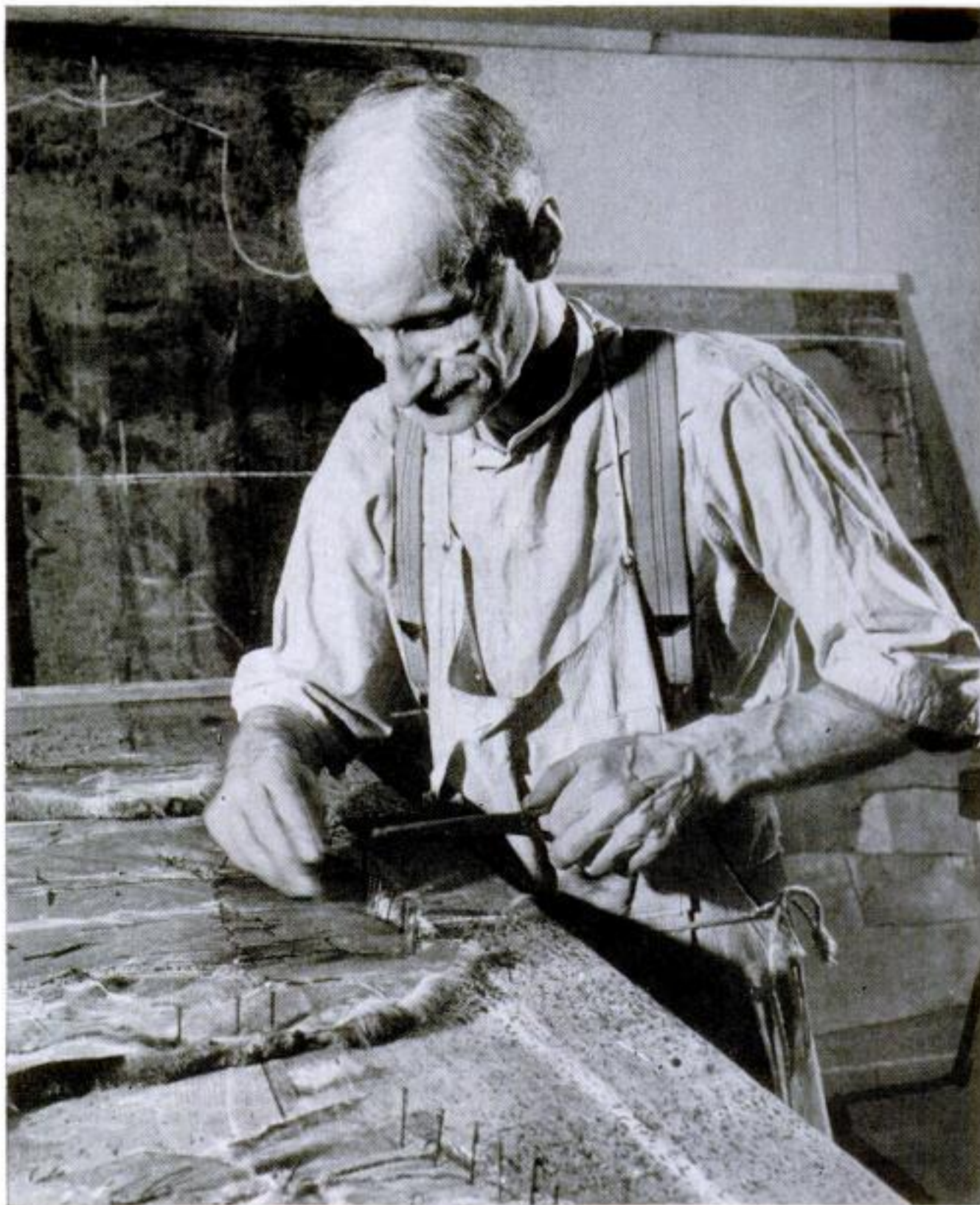
BURLEY (Cool burning). **VIRGINIA** (Rich body). **CAROLINA** (Adds sparkle). **LATAKIA** (Spicily aromatic flavor). **PERIQUE** (Champagne of tobaccos).

A Product of PHILIP MORRIS

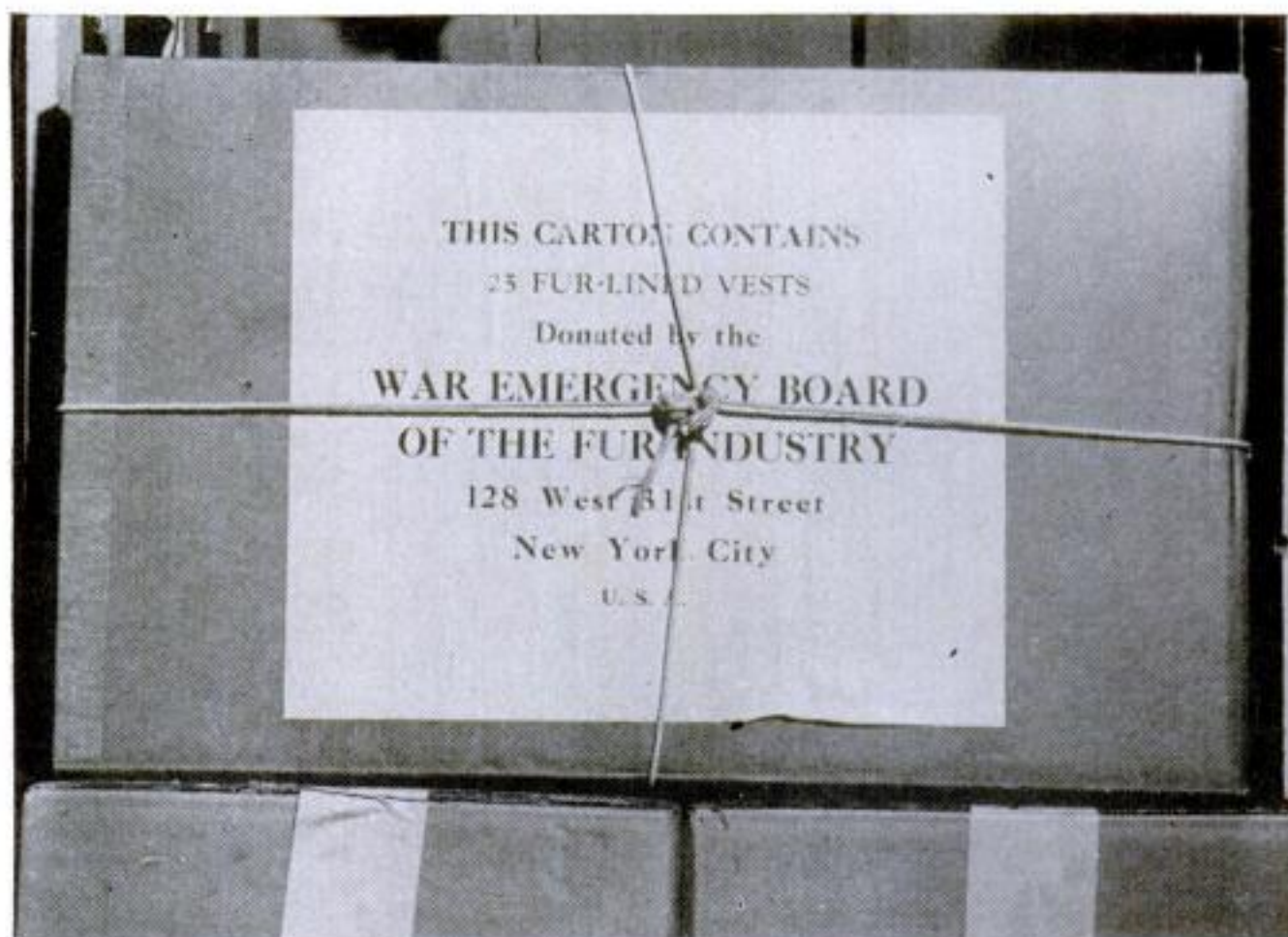
Seamen's Fur Vest Project (continued)



Ripped muskrat fur is pulled out of a huge cleaning vat. Before any vests are made, all the contributed furs are scientifically cleaned and sterilized by volunteer workers.



Nailers pound the fur pieces into place. The pattern is chalked on a board, wet furs are stretched over it, nailed down and then left to dry. Later whipcord is sewn on.



Cartons of finished vests are packed, ready for shipment. Distribution of these warm garments to seamen on northbound ships is handled by the Maritime Commission.

A stylized map of the United States is the central element, with the words "UNITED STATES" written vertically in large, bold, black letters across it. The map is surrounded by various cartoon characters, including men in suits and hats, women in dresses, and a man in a military uniform, all appearing to be walking or standing around the map. The characters are drawn in a simple, illustrative style. The background is white, and the map is a light gray color. The text is in a bold, sans-serif font. The overall composition is a collage-like illustration.

**AND NO JAP OR NAZI
HAS ANYTHING LIKE IT!**

*Were glad to cooperate in concealing information that might aid the enemy

This nation-wide network was put together in peacetime to serve *you* and other Americans. *Almost all of it was built on the savings of the same people it serves*—by the business managements of America's 400 electric companies.

Under the Jap and German systems of political management and state slavery, the individual counts for nothing. Only bureaucrats and political favorites have anything to hope for. In the long run, *that won't win wars*.

**ELECTRIC COMPANIES* UNDER
AMERICAN BUSINESS MANAGEMENT**

Invest in America! Buy War Savings Bonds and Stamps



SPEAR THROWER

War plant worker sets new world's javelin record in his spare time

During the past four months athletes have labored to fabulous performances, but the world, engrossed in more pressing tasks, has been looking the other way. In Sweden between July 2 and Sept. 4, a gaunt fireman named Gunder Haegg broke accepted world's running records at 1,500 meters, a mile, 2,000 meters, 3,000 meters and two miles, was rewarded only by perfunctory news items. In the U. S., an Ohio State University freshman, Bill Smith, swam to new records in the 440-yd. and 880-yd. free style in two days, created hardly a ripple even among case-hardened sports enthusiasts. Perhaps the most astonishing physical achievement of all, the new world's record in the javelin throw by Emerson ("Mac") McKenzie (*left*), a 25-year-old aircraft worker, is almost unknown.

Burly (6 ft. 2 in., 192 lb.) and barrel-chested McKenzie first broke the javelin record in a meet at Inglewood, Calif., July 12, with a mighty heave of 263 ft., 2½ in. Since then he has broken it five times more, to prove that his first success was more than mere luck. To track and field scholars he will seem even more of a prodigy, because limber-armed Finns and Swedes, and never Americans, have heretofore been the world's best in throwing the javelin. Finnish Matti Jarvinen holds the official record which McKenzie has broken: 253 ft., 4½ in.

McKenzie's current skill with the javelin has developed suddenly, though he did well by collegiate standards while a student at the University of California at Los Angeles. Curiously, he attributes his new-found ability to a study of Cornelius Warmerdam, holder of the pole-vaulting record. Before vaulting, Warmerdam takes an unusually long running start. Before throwing, McKenzie likewise lengthened his run from 85 to 105 ft., was soon the world's best.

IN MEETS, BLACKSMITH-BUILT "MAC" MCKENZIE WEARS JERSEY OF NORTH AMERICAN AVIATION INC. TRACK TEAM



With fluid power, McKenzie finishes his preliminary run, leans backward and releases javelin with a lunge. Wrist is

snapped sharply downward for additional distance. Javelin thrower must be more exacting in his step than a ballerina

to get maximum impulse behind throw at crucial instant. McKenzie measures his steps carefully before each meet.

CONTINUED ON PAGE 64



"Promise, now...no scorching"

BACK IN 1909, automobile performance was uncertain. A driver more often was told "Get a horse" than "Take a summons." But the ingenuity and resourcefulness that have always endowed American industry produced, in short years, motor cars that literally transformed the nation.

And, even the remarkable advancement of automotive manufacture . . . probably the most signal success in American industrial history . . . has been outdone by its amazing adaptability to war production and its ready answer to war demands.

The story of the automotive industry is a commentary on the miracle of American progress . . . a miracle that is partly explained by the stimulus of dependable insurance.

For, before the promise of the automobile could be realized, there had to be the investment of hard-earned savings . . . in plants, equipment, research, experiment. And, insurance alone assured investors that their funds would not be dissipated through inevitable property damage by fire, windstorm,

explosion, accident and other common hazards.

From the earliest days of our nation, Insurance Company of North America has played an important part in providing such security. George Washington was president when this oldest American fire and marine insurance company was founded. With ever-widening service and ever-broadening facilities "North America" has continued to serve the insurance needs of industry, the home and business. Today, with its affiliates "North America" writes practically every form of insurance except life.

Pioneering has been a principle. The founding of this Company in 1792 introduced capital stock insurance to this continent. In 1807 "North America" originated the



American system of serving clients through local agents. In another forward step, Head Office facilities have now been projected to Company Service Offices in key cities to make the complete scope of North America service quickly available through all North America Agents and all Brokers.

★ ★ ★

Specify North America protection . . . there is in your section a North America Agent, or a Broker, who, with the facilities of a nearby Company Service Office, is better equipped to serve you.

North America Agents are listed in Classified Telephone Directories under the name and "Eagle" emblem of Insurance Company of North America, Philadelphia. Founded 1792. Capital \$12,000,000. Losses paid: Over \$476,000,000.

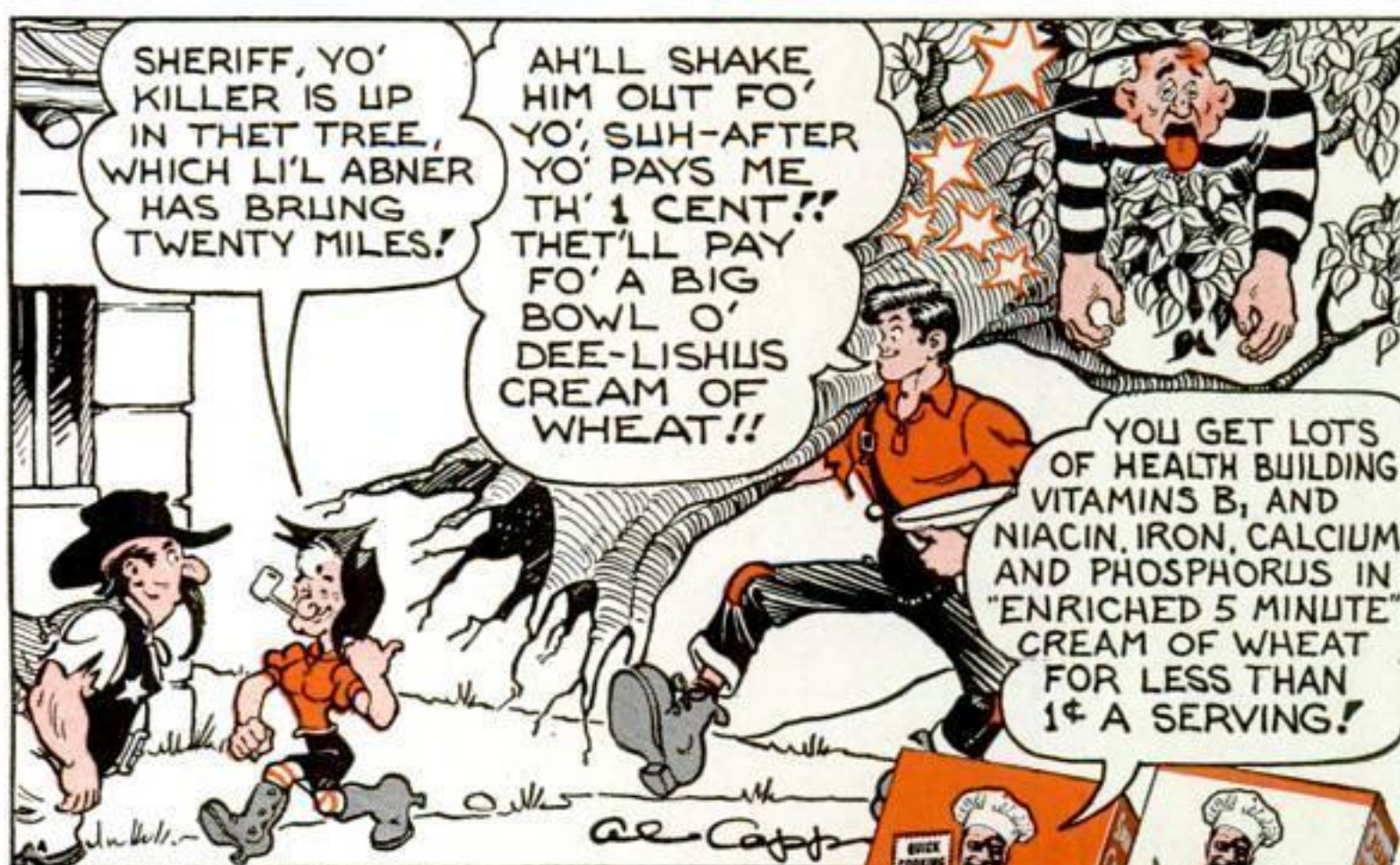
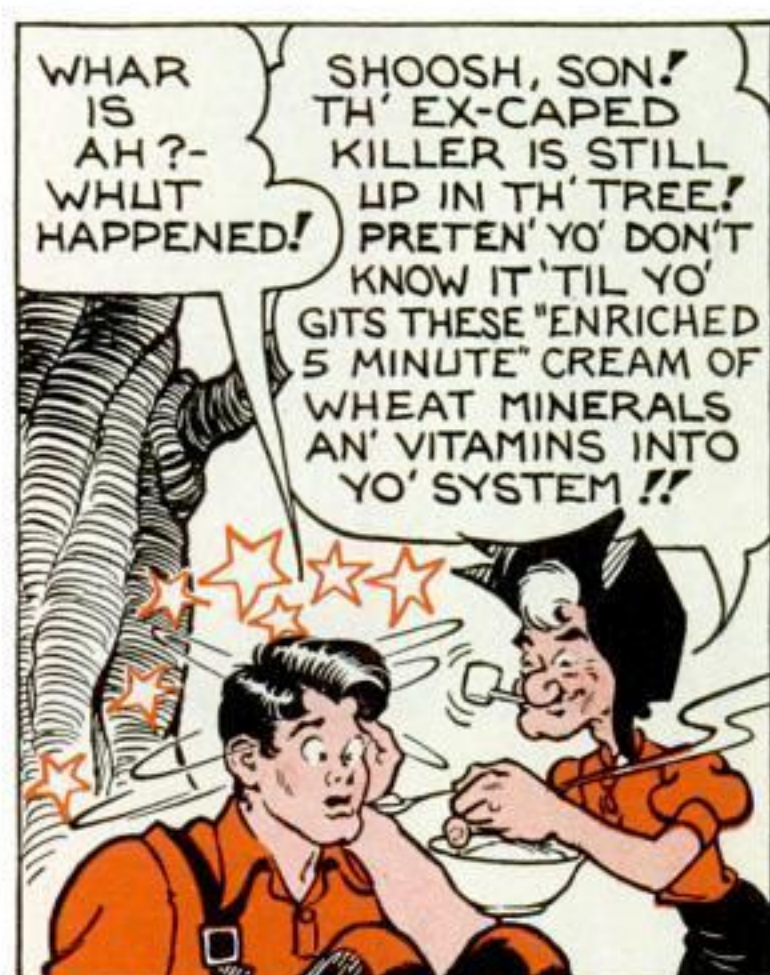
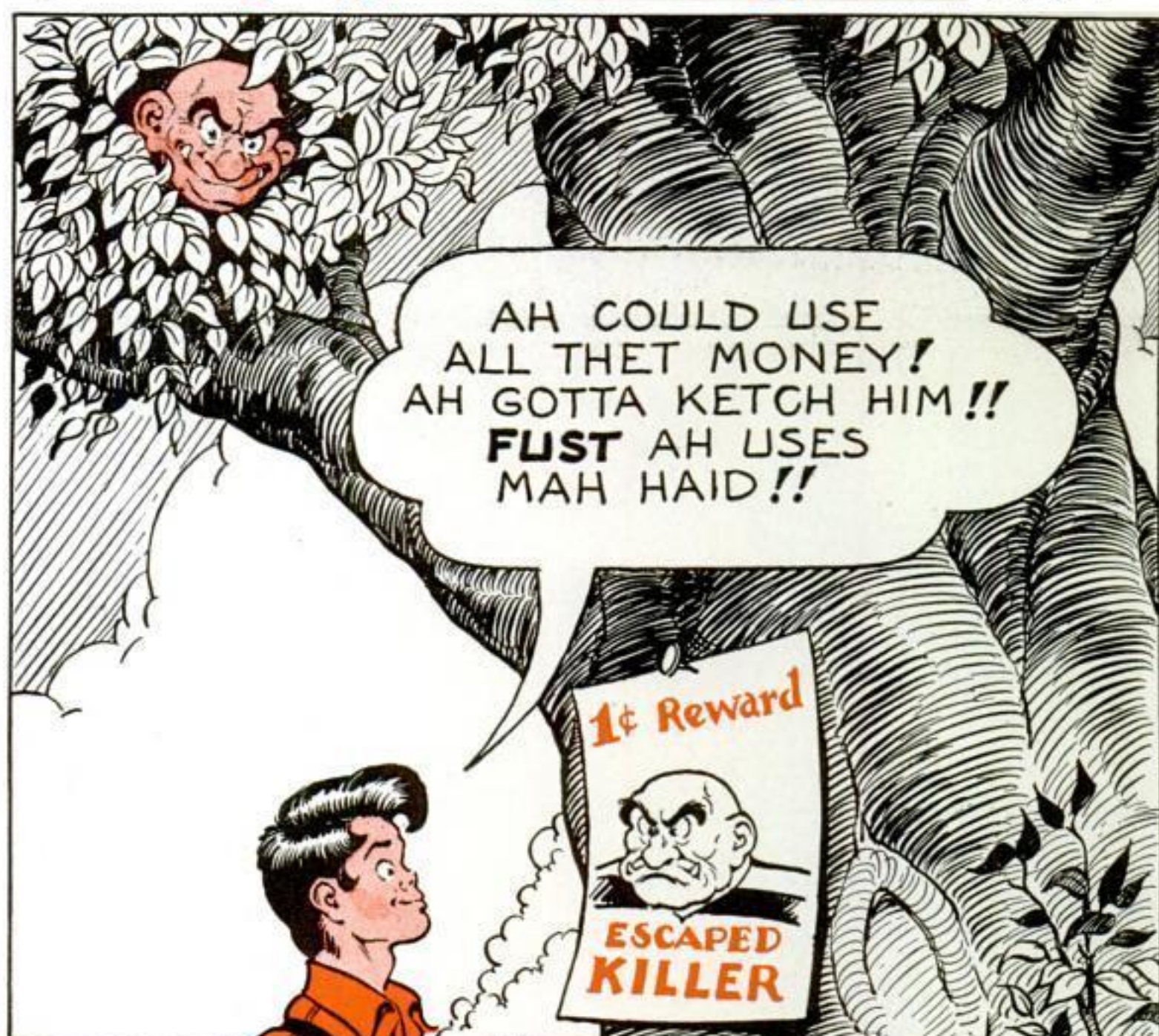
* * *

Other Companies of the North America Group: Indemnity Ins. Co. of North America • The Alliance Insurance Co. of Philadelphia. Philadelphia Fire & Marine Insurance Co. • National Security Insurance Co. • Central Insurance Company of Baltimore.

NO FORCE CAN STOP THE PROGRESS OF OUR COUNTRY

LI'L ABNER by AL CAPP

Reg. U. S. Pat. Off.



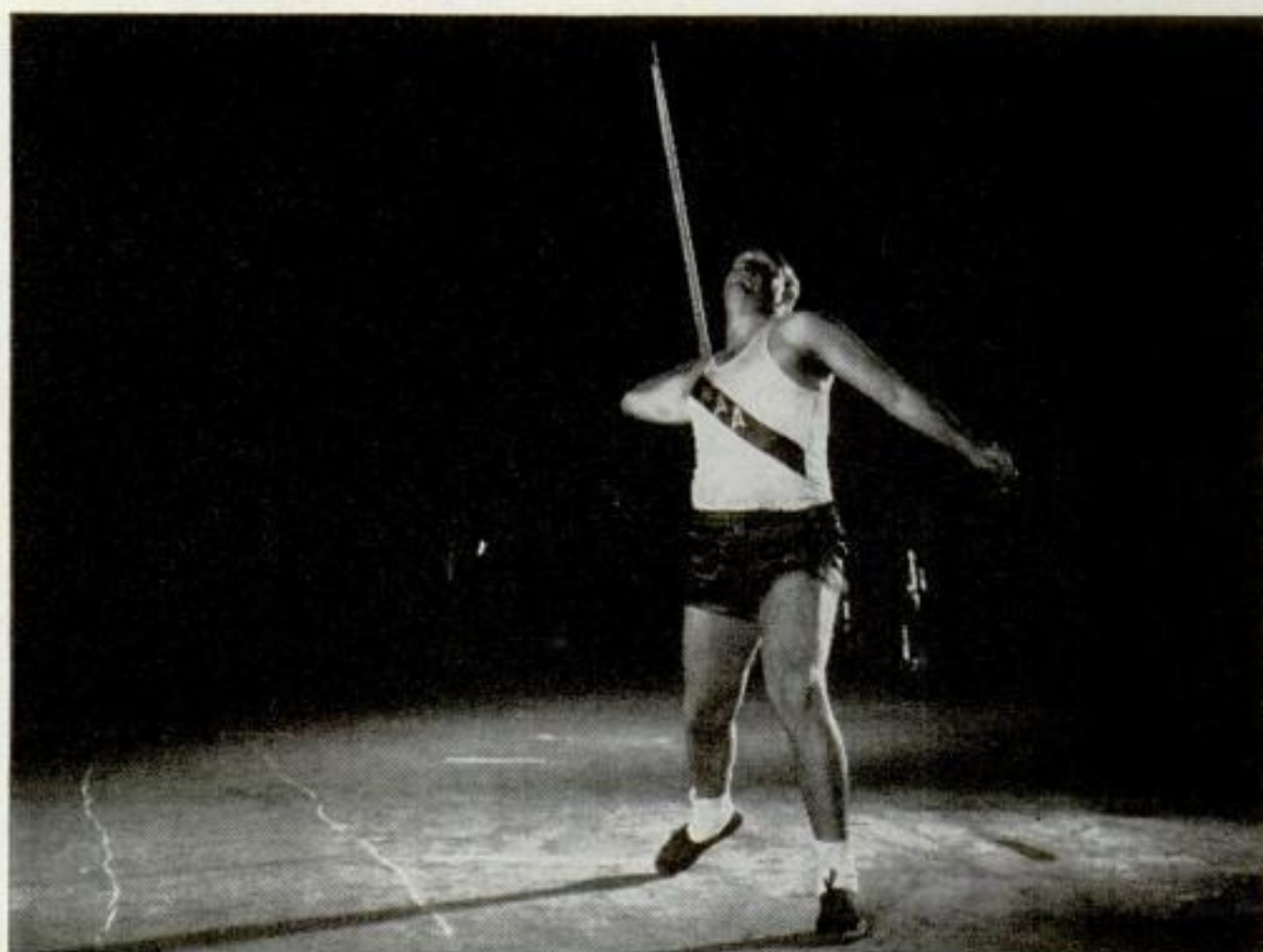
Copyright, 1942, United Feature Syndicate, Inc.



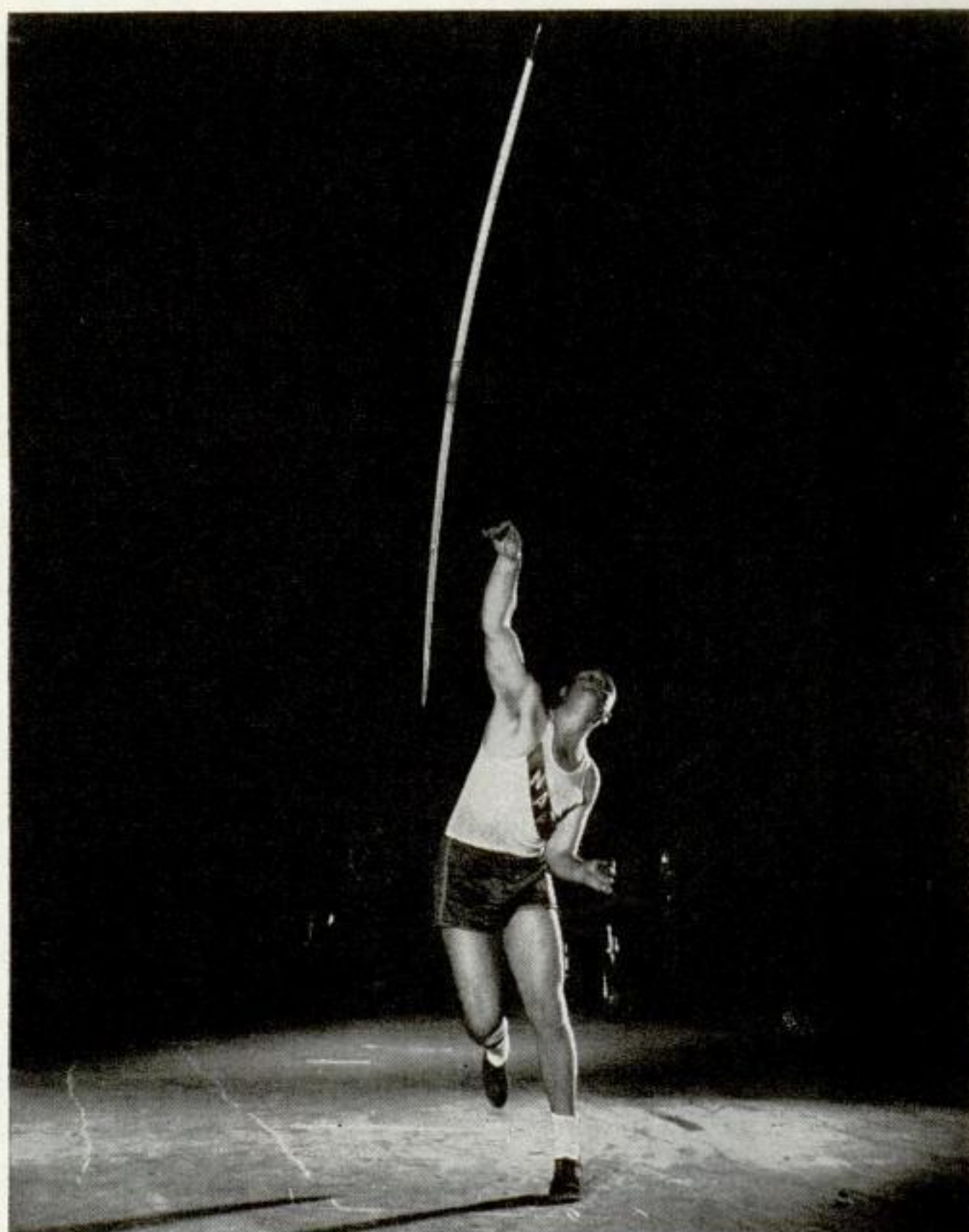
Spear Thrower (continued)



Extending left arm for balance, McKenzie hesitates in throwing position after hard run. He crouches to get the power of his entire body coiled behind his throwing arm.



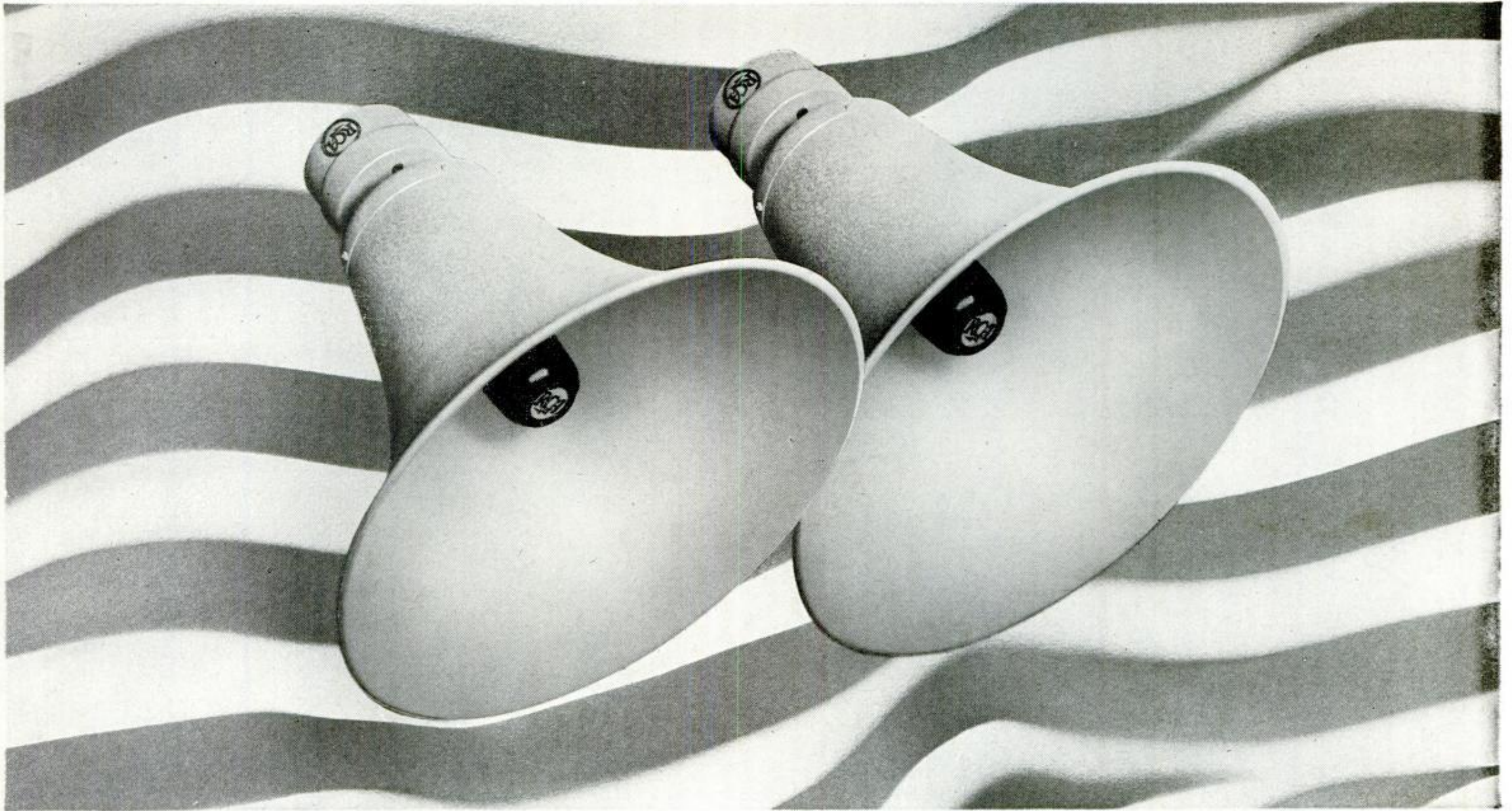
Starting arc of throw, he shifts weight to forward leg, drops free arm. Mark of expert javelin thrower is to take last step very close to foul line, gaining valuable inches.



Snapping his arm like a whip, McKenzie releases the javelin. Thrower now follows through with great care to keep from crossing the foul line and disqualifying his try.

CONTINUED ON NEXT PAGE

How RCA Victor's "Beat the Promise" Campaign Helps War Production



SOUND...TO KEEP FREEDOM RINGING

IN THE BATTLE for production, American industry has a powerful ally in *sound*—the sound of RCA Industrial Communications Systems.

Sound makes it possible to reach men and women *while they work*. It stimulates their production, boosts their morale and spurs them on to greater effort.

In most RCA Victor plants, for example, war bulletins are broadcast regularly. Music tides workers over "fatigue periods". Even the voices of former employees now in the service are broadcast—from records made at army camps and naval training stations.

In dozens of ways, an RCA Industrial Communications System has played an im-

portant part in RCA Victor's famous "Beat the Promise" Campaign...a drive undertaken months before Pearl Harbor, by all RCA Victor workers, to increase the production of vital military radio equipment.

We have not used sound alone. Posters like those below—contests, suggestion-awards, rallies and printed messages—all played their part. Yet sound has played such an *important* part that hundreds of other companies have now installed RCA Industrial Communications Systems as *essential producing tools*!

This use of RCA Industrial Communications Systems—like the other elements of the RCA Victor "Beat the Promise" Campaign

—grew out of the spirit of RCA Victor men and women. A spirit expressed in a statement published in September, 1941: "*With RCA Victor, National Defense comes first. By comparison, we hold nothing else important.*"

RCA Victor invites from all firms now engaged in war production, inquiries concerning this system or any part of the "Beat the Promise" Campaign. Address Dept. BTP-3A

Lucy Monroe, RCA Victor's Director of Patriotic Music, is conducting song fests at various industrial plants. RCA Victor will make her available to all firms in war production as her schedule permits.

BUY U. S. WAR BONDS EVERY PAYDAY

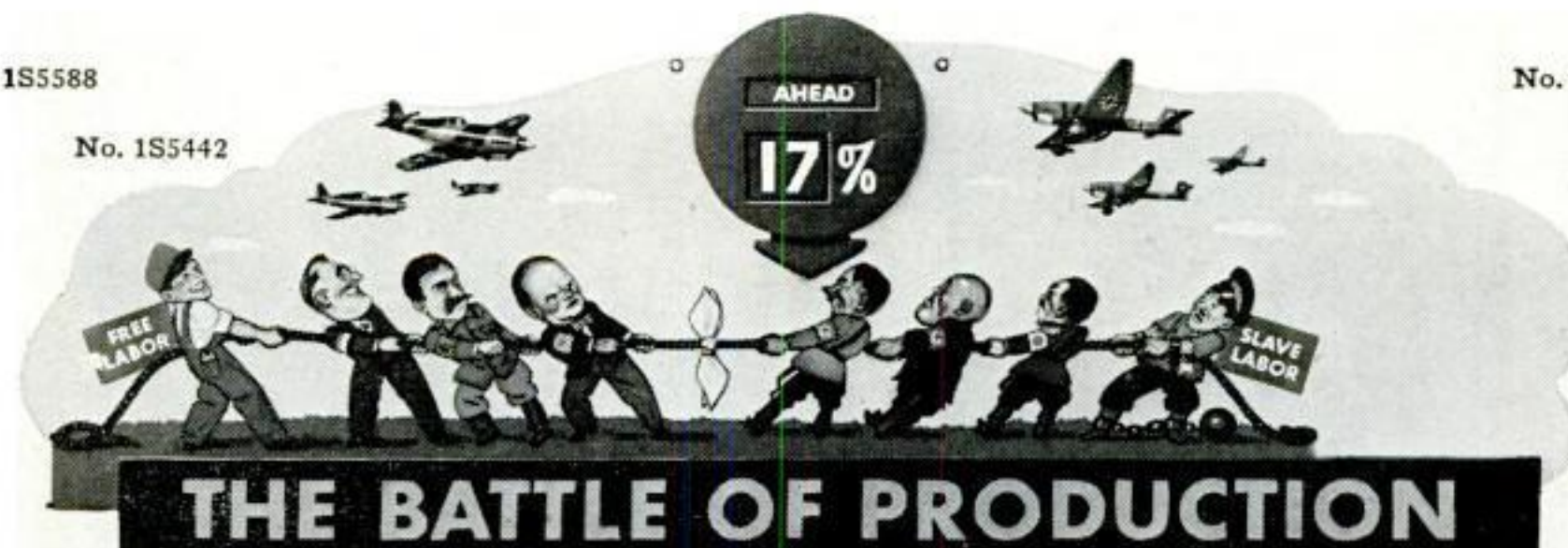
RCA VICTOR

RCA Manufacturing Company, Inc., Camden, N. J.
A Service of the Radio Corporation of America



No. 1S5588

No. 1S5442



No. 1S4591



Three of the many full-color production-stimulants prepared by employees of RCA Victor as part of the "Beat the Promise" Campaign—and available, at cost, to other manufacturers of military equipment. As this advertisement went to press, 90 com-

panies had adopted, in whole or part, the "Beat the Promise" material. Posters shown measure approximately 20" x 27". The central piece is a display 42" long—the tug-of-war figures slide forward or backward to indicate the current status of production.



James Crow's first distillery
(from an ancient booklet)

*Why be satisfied
with less than the best when you
can get this famous Kentucky
whiskey at so moderate a price?*

THOSE IN THE KNOW - ASK FOR

**OLD
CROW**



A Truly Great Name

**AMONG AMERICA'S
GREAT WHISKIES**

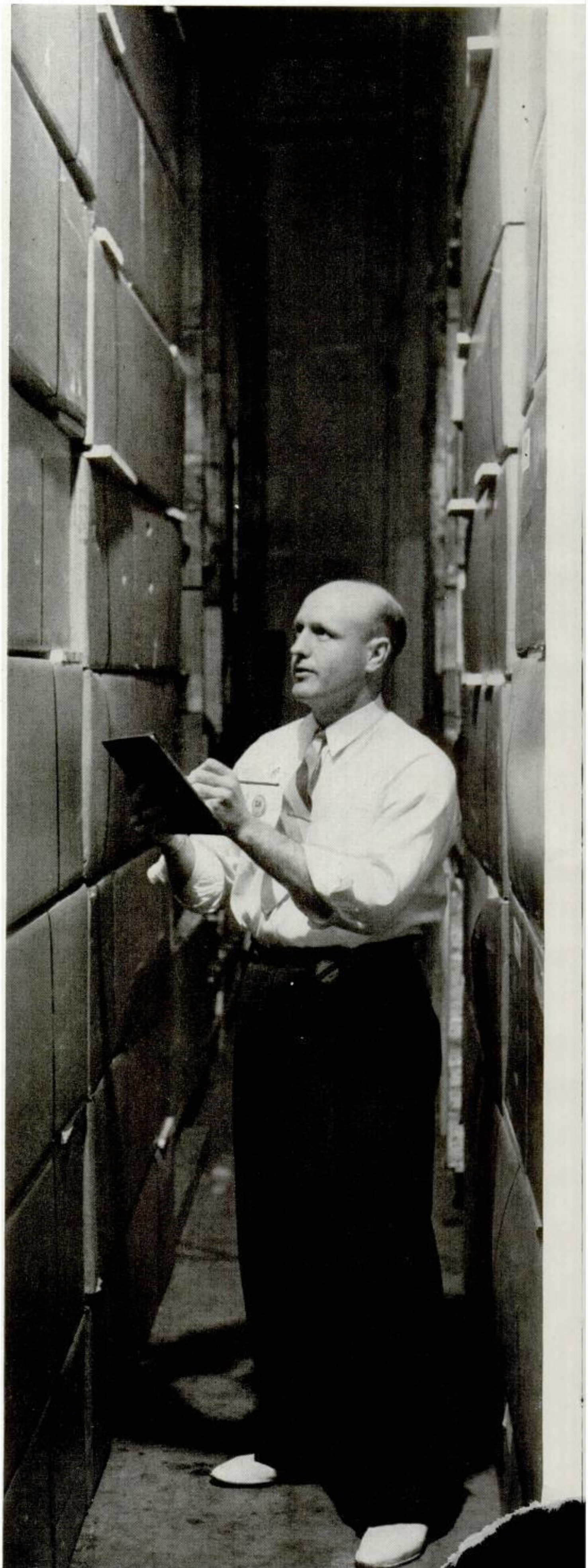
*Once you have tasted Old Crow
you will understand why generation
after generation of critical drinkers
have insisted on this great whiskey.*

BOTTLED IN BOND

Rye or Bourbon • Kentucky Straight Whiskey
National Distillers Products Corporation, New York • 100 Proof



Spear Thrower (continued)



Out of track suit, McKenzie works as a receiving agent for North American Aviation Inc. in Inglewood, Calif. North American builds B-25 bombers.

Save Tin - Help Win!
BUY SHAVE CREAM
in GLASS JARS
No Empty Tube Required

Everyone knows that metal, particularly tin, is scarce. Despite this critical shortage, our Government has been extremely generous in permitting even a limited use of metal tubes for shave cream. But Mennen believes that the men at home will gladly accept shave cream in glass jars if they know that they will be helping our Government overcome the metal shortage. Voluntarily, Mennen is conserving metal by putting its same high quality shave cream in convenient glass jars. A limited supply of tubes is still available, but you can "Save Tin and Help Win"—buy Mennen Shave Cream in glass jars. No empty tube required.

THE CHOICE OF SKIN SPECIALISTS — A recent survey revealed that more Dermatologists use Mennen Shave Products than any other brand . . . more than the next two leading brands combined. The personal preference of these eminent members of the medical profession is proof of the superior quality of Mennen Shave Products.



BRUSHLESS — It's a Cream, not a Grease

LATHER SHAVE — Two kinds: Plain and Menthol-iced (extra cool)

STEEL

On the following pages are seven color photographs of steel production, from raw red ore to the finishing touches on a 155-mm. shell, at Birmingham, Ala. They were taken for LIFE by Dmitri Kessel.

Only at Birmingham could such a picture story be made. Birmingham, of all the world's steel-producing centers, is unique in having at hand, within an eight-mile radius, all the raw materials of steel. In Red Mountain, on the eastern slope of Jones Valley, where ore and limestone lie together strata on strata, are the Muscoda, Wenonah and Ishkooda mines. From the Pratt, the Mary Lee and Black Creek seams, in the Warrior field on the west, comes coal. Down in the valley at Ensley and Fairfield, Birmingham's blast furnaces, Bessemer and open hearths reduce the ore and pour it into steel ingots, which Birmingham's mills and forges turn into finished products—ship plates and shapes for the shipyards on the South Atlantic and Gulf coasts, machine castings and artillery shells.

Birmingham steel dates from Reconstruction and is the heart of the South's belated industrial revolution which is now spurred by war. It is proud of its speedy "duplex" method of steel production, which requires a minimum of scrap and keeps three of the nation's dwindling number of Bessemer converters erupting flame and smoke (*see opposite*). Birmingham's annual output of 3,500,000 tons includes no heavy armor plate; nor is it a big fraction of the nation's huge total. But 86,000,000 tons has not been equal to the demands of war production, and Birmingham's steel has become a precious metal.

From the air, haze-obscured, cinder-scarred Birmingham looks like all the world's other great steel-production areas—Sverdlovsk, the Ruhr, Lorraine, the Black Country of England and Pittsburgh. Tall stacks and great pear-shaped vessels blow clouds of dust and gas into the sky and, at times, spout flames. At night in Europe the blackout hides the light which in America glows in unobscured brilliance from the gushing Bessemer, from the gleaming metal on the casting floors and teeming ports of the furnaces, from cauldrons of liquid stone and metal, from low-hung cars of glowing ingots.

In these fires burn the energies of nations. Production of these glowing ingots, what-

ever the state of the world's politics, is the ruthless measure of a people's stature. The ingot's substance is steel, and steel is the substance of modern history.

The geologic revolutions that laid down the ingredients of steel—coal, limestone and iron ore—knew no political boundaries. Though man has always smelted a little iron, it takes the resources of a continent to produce steel. The apocalyptic fires lighted in the furnaces of the early 19th Century fused provinces into nations at last big enough to enclose all three ingredients within their sovereignty, with populations large enough to tackle the job on a geologic scale.

In the U. S., steel for the first time embraced a continent. Steel's greatest world province lies across twelve States, with the Great Lakes as its private ocean. At its western end in Minnesota and Michigan the names of its ore beds, Mesabi, Menominee, Cuyuna, Gogebic, Vermilion and Marquette, were once the names of mountains. Today the mountains are canyons and tunneled shells of mountains, still yielding ore. From the pit heads, the ore moves in its own vast merchant fleet through the Soo Canal in greater tonnages every year than the combined commerce of the oceans sends through the Suez and Panama together. At East Chicago, Indiana Harbor and Gary on the Cinder Shore of Lake Michigan, at Lorain, Cleveland, Ashtabula, Buffalo and Erie and a few miles inland at Pittsburgh and Youngstown, it makes its juncture, in more than 200 blast furnaces, with coal mined in the Alleghenies. Total output in steel ingots, though it may not be enough, is nearly half the world's.

Slow to convert, overloaded with facilities to produce peace time steel sheets, short of facilities to produce ship plate and armor plate, pinched for materials and reluctant to expand, Great Lakes steel got into the war late. But now, supplemented by the output of centers like Birmingham, Ogden, Utah, and Sparrow's Point, Md., it is rolling. The nation's capacity has even been increased by a total of new tonnage, since 1940, greater than the whole capacity of Japan. The first complete new plant in the war construction program, Henry Kaiser's plant at Fontana, Calif., will cast its first iron in December. Because, out of sheer bulk, it will deliver more ships, tanks, guns, shells and bombs than our enemies could ever hope to produce, U. S. steel production will finally win the war.



SMOKE OF INDUSTRY

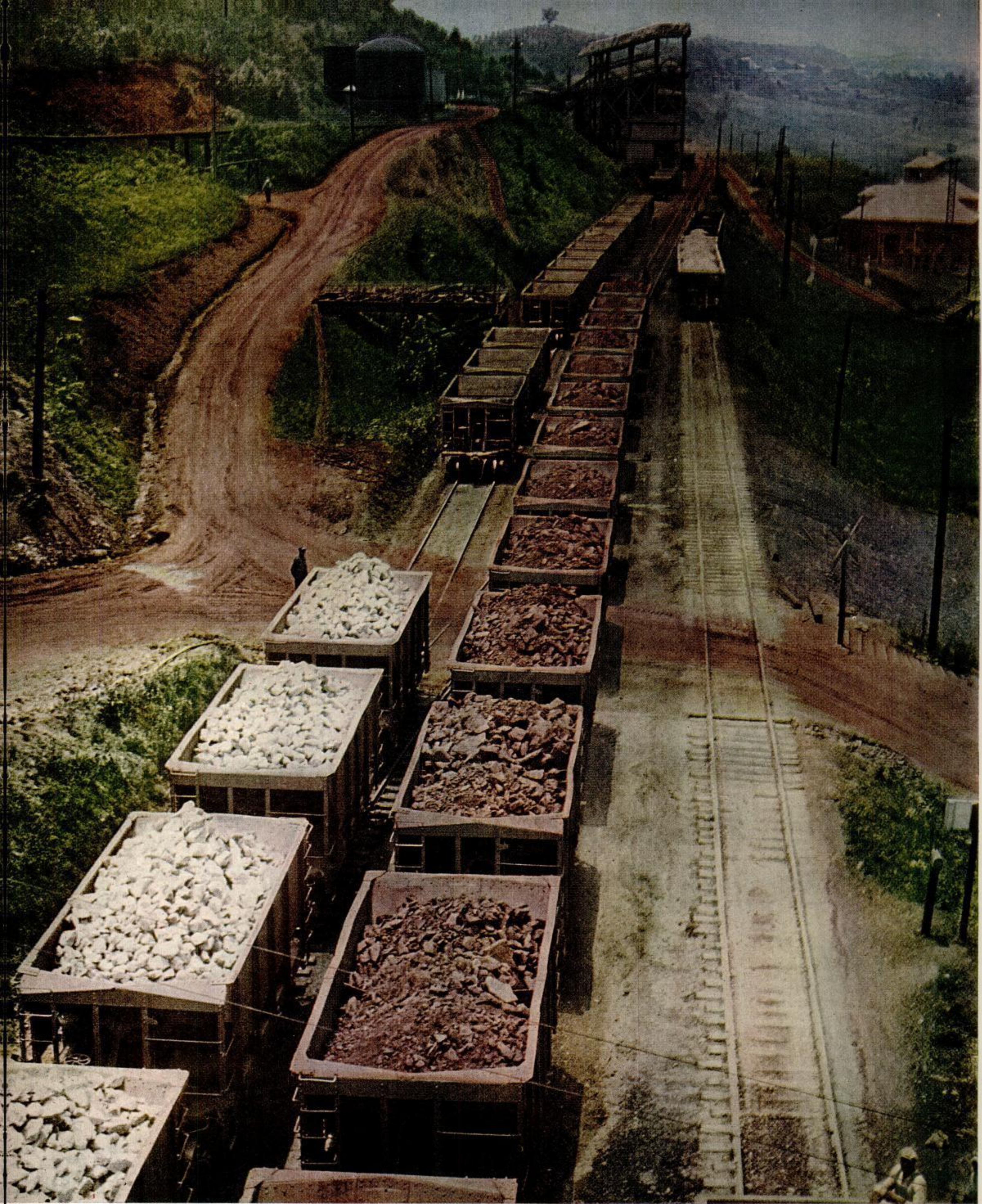
The location at Birmingham, Ala. of the Bessemer converters, shown above spouting flame and smoke, was fixed ages ago by an accident of geology. Within an eight-mile radius, around the low, sloping rim of Jones Valley, were laid down

beds of coal, limestone and iron ore, all that is needed to make steel. The industrial revolution came to Birmingham late, after the Civil War. Birmingham is today the seventh steel area of the U.S., with a capacity of 3,600,000 tons. Under

the big Tennessee Coal, Iron and Railroad Co., it is a province of U. S. Steel. With dreams of exceeding Pittsburgh, Birmingham boasts that it is a complete miniature of the world industrial machine. Shells that now pour off its production lines are made of Birmingham ore, reduced and converted to steel by Birmingham coal and limestone.

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Copyrighted material



LIMESTONE AND ORE

Twice each day Red Mountain, on the rim of Jones Valley, trembles to the shock of blasts deep within. Then at the tipples, hopper cars line up to take on their loads of white stone and red rubble. From the mountain where they were

laid down together geologic ages ago, the limestone and iron ore are hauled down into the valley. There they unite with coal, mined across the valley, in the violent chemistry of the blast furnace. The red ore is not metallic iron. It is soft rock,

37% iron in combination and mixture with oxygen, silicon, manganese, phosphorus and sulphur. The Choctaws and Creeks used it for war paint. The iron must be freed by chemistry. In the blast furnace, coal's carbon carries off the oxygen, and limestone traps the other impurities in slag. Liquid iron is then ready to become steel.



BESSEMER CONVERTER

It was the flame-breathing Bessemer converter, in last part of the 19th Century, that converted the iron age into the age of steel. Today it has been largely displaced in the U. S. by the more precise and less spectacular open-hearth furnace.

But Bessemers, which can convert their 25-ton charge of iron into steel within 25 minutes, still offer a quick way to make steel. In Birmingham, this battery of Bessemer converters pre-digests the charge for the open hearths, more than hal-

ving the normal 14-hour open-hearth process time.

The difference between iron and steel is a difference in carbon content. Brittle cast iron is comparatively high in carbon; steel is low—less than 1.75%. Bessemer conversion is the simple process of blowing the carbon out of the liquid iron with a flaming blast of compressed air (*above*).



OPEN-HEARTH FURNACE

The open-hearth furnace is the chief crucible of the industrial machine. In 1942 more than 89%, or 79,000,000 tons, of the nation's steel is teeming from open hearths. It is the open hearth that determines whether a ladleful of iron is to be-

come a proletarian construction shape or a slab of aristocratic armor.

The furnace within, beyond the open port glowing balefully above, is a vault of incandescent fire brick. Its floor, a shallow basin, holds a

3-ft.-deep, 108-ton pool of liquid metal. Back and forth across the vault between the bubbling surface of the pool and the long, low ceiling sweep hurricanes of flaming air and gas. Through a 14-hour "heat" the temperature constantly ascends,



finally exceeding 3,000° F. and approaching temperatures at which the furnace begins to consume itself. In every six or seven heats the furnace burns off the lining of its cast-iron doors. After every heat, men, as above, must charge the furnace with shovelfuls of crushed dolomite, which melts down onto the floor, repairing the ravages

of the last heat and protecting it from the next.

The melters who run these furnaces are the top craftsmen in steel production. Differences between major types of steel are differences only in minute percentages of carbon, manganese and other elements. Each steel mixture calls for its own closely timed sequence of charges and for its

own precisely ruled temperature curve. Through the 14-hour heat, the melter directs proceedings with all the intuition of a master chef and much more precision. He can judge the temperature of the furnace by the color of the peephole and can check his recipe by fracturing a cooling test block, sampled from the cooking metal.

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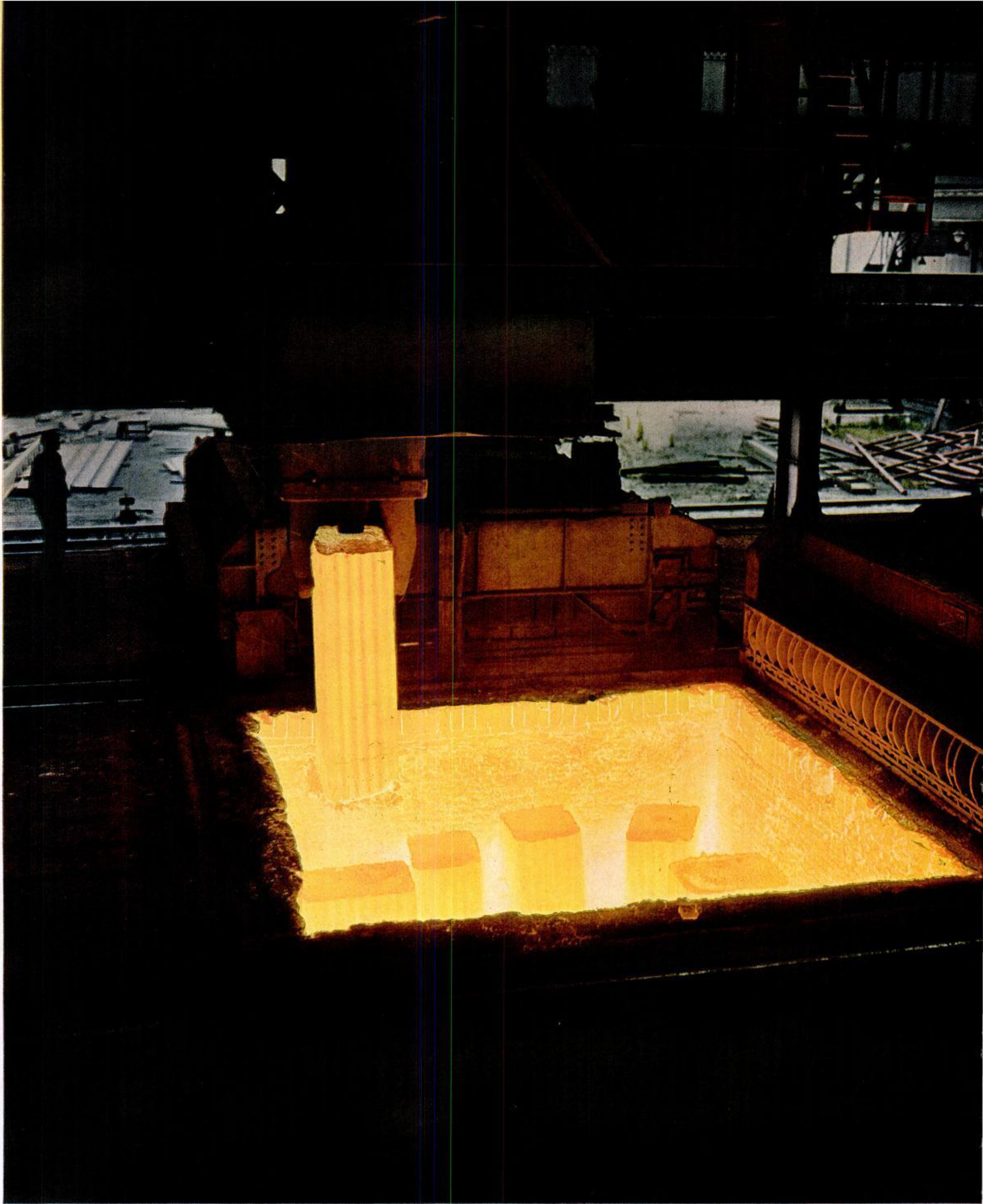
FURNACE IS CHARGED

It takes the energy of tons of coal to bring iron to liquid heat. That energy is saved in modern steel production by close integration and timing of all steps in the process. From the moment the metal is reduced from the ore and trickled down through

layers of coke in the blast furnace, it is kept molten until it is cast into steel ingots at the teeming mouth of the open hearth furnace. In the picture above, liquid iron is being poured from ladle, only a few minutes after tapping from the blast fur-

nace, into the charging port of an open hearth.

Already melted out on the hearth of the furnace (*above*) is a charge of scrap steel. Chief factor in the steel shortage is scrap, which must constitute a third to a half of every open-hearth charge. Steel plants have stock piles of the other steel ingredients, useless until more scrap is found.



INGOT SOAKING PIT

In this glowing pit, a dungeon such as Dante reserved for crimes of heresy, the steel ingots are being slowly and uniformly cooled off. An hour ago these six-ton oblongs were in a liquid state.—at 3,000° F. Here in the soaking pit they will stay

for about 24 hours, radiant with the even higher temperatures of their still-soft interiors. The trick is to bring their temperatures inside and out to a uniform level—at 2,200° F.—thus preventing the fractures that result from uneven cooling.

From the soaking pit the 6-ft.-long ingot will be run into the blooming mill and, still red-hot, rolled out into a 100-ft.-long bar of metal. The steel is finally freed from the slag when a 30-ft.-length of the bar, from the top of the ingot, is cut off and scrapped. Since steel is now at war, the bar is then chopped into 15-in. shell slugs.

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SHELL IS MACHINED

In the strong hands of this Negro machinist a 155-mm. shell is undergoing the final shaping of its pointed nose. A few days before, this burnished shell was an amorphous lump of soft Red Mountain earth and rock. From the steel mill it

graduated as a 6x6-in., 15-in.-long billet. Heated to cherry red, it went under the forge to be pounded to a round bar. Heated again, it was punched into what looked like a short length of substantial steel pipe. With one more and final

heating, it went into a pressure mold and emerged with one end tapered to a point, recognizable at last as a shell. On the lathes it was turned inside and out until it gleamed with the fine tolerances that will fit it snugly in the barrel of a gun. Now, dripping with milky coolant, shell is ready to be loaded with high explosive.



"And don't you be calling my partner a Spook!"

HE MAY be a fugitive from a pie plate, but when it comes to making motorists act wise, there's none can hold a candle to my pumpkin-headed pal.



No—he doesn't exactly *scare* 'em into switching to winter-grade Veedol . . . this year it's enough just to *warn* 'em cold weather's right ahead.

And now that first-class car care has become a patriotic duty—folks have quit quibbling about the few extra pennies it costs to get the *super* winter-protection which Veedol provides.

Yes, I said *super* protection. Because Veedol is 100% Pennsylvania oil at its finest . . . made from the world's toughest, most wear-resistant crude. And, just to make it an even better buy—



**Change Now to
Winter-Grade VEEDOL**

100% Pennsylvania Oil at its Finest

Get 1000-mile VEEDOL SAFETY-CHECK Lubrication

Veedol's flair for fighting WEAR gets another boost in a special, patented refining process.

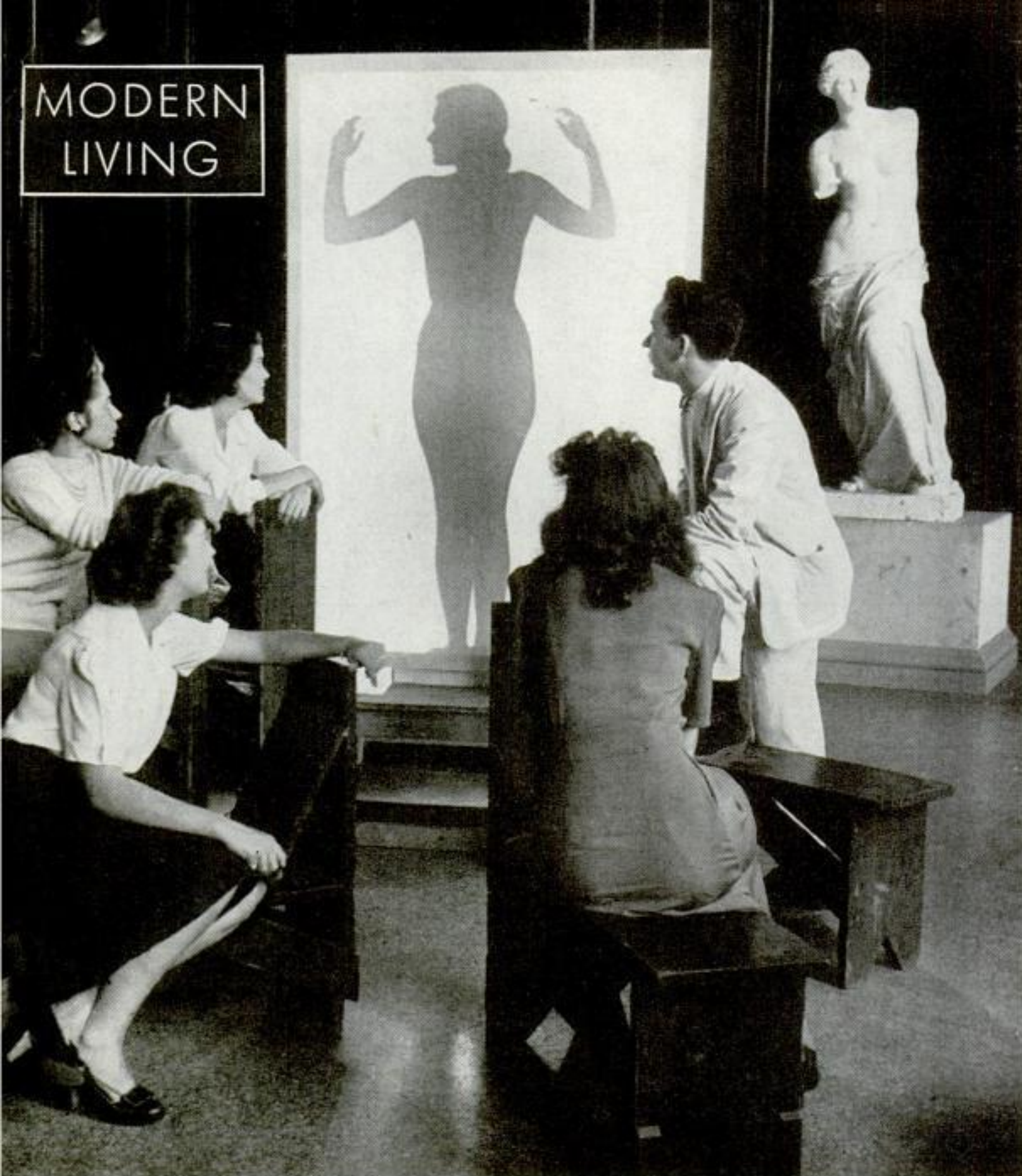
Speaking as one who has nursed a lot of cars through a lot of frigid winters, I'm telling you cold weather needn't scare you if you let *me* prepare you—with winter-grade Veedol, fresh every 1,000 miles.



P.S. YOU AIN'T SEEN NOTHING—till you see the hawk-eyed care your precious car and tires will get when your neighborhood Veedol dealer goes to town with Veedol *Safety-Check* Lubrication. He knows his stuff. He's at your service.

TIDE WATER ASSOCIATED OIL COMPANY
New York • Tulsa • San Francisco

OIL IS AMMUNITION—USE IT WISELY ★ ★ ★ FOR VICTORY—BUY WAR BONDS AND STAMPS



WASHINGTON UNIVERSITY STYLE STUDENTS VIEW A TYPICAL "JUNIOR MISS" FIGURE



PROFILE VIEW SHOWS OFF THE SMALL HIGH BUST, TIGHT WAIST AND FLAT STOMACH

JUNIOR MISS

St. Louis gives young U. S. girls
just the kind of dress they want

The thousands of young American girls who are twirling around today, wearing dresses that show off their knees and their trim, teen-age figures, have St. Louis to thank for their new clothes which make them look both their age and stylish at the same time. But St. Louis has the girls to thank even more, because the "Junior Miss" styles have made St. Louis a first-class fashion center, which seems a strange thing for that Missouri metropolis.

"Junior Miss" refers not to a woman's age but to a kind of figure, the kind that a young girl has—de-

veloping bosom, tight waist, young hips. Once these figures had to be content with cut-down versions of older women's styles or dressed-up versions of young girls' styles. But some time ago, Midwestern girls began making over dresses to suit themselves, shortening skirts and pulling in the waists. The St. Louis dress industry caught on. Designers at Washington University in St. Louis began doing gay variations on it. Today, St. Louis dress houses are thriving and the Junior Miss dress has become as much a part of every young girl's life as her after-school juke-box session.

WRONG DRESS FOR JUNIOR MISS HAS BAGGY TOP, FLOPPY WAIST AND LONG SKIRT



RIGHT DRESS MOLDS THE FIGURE, HAS SHORT SKIRT. STATUE IS NOT JUNIOR MISS TYPE



"How much Life Insurance should a married man with two children own?—

I'M 30 AND EARN \$45 A WEEK"

Sorry, sir, we don't know!

My error, I thought you were a life insurance company!



Exactly, that's why we don't know. When you have six million policyholders, you know from experience that no two families are alike. Take you and the man on your street who makes the same salary and has the same number of mouths to feed as you have. . . . We wouldn't recommend the same kind or amount of life insurance for both of you any more than your



doctor would give both your babies the same formula. . . . We'd have to know more about you than we do now.

You may have something there. But I'm a

busy man. I haven't got all day to recite my life history.

It doesn't take all day. We respect your time as well as our own. That's why we worked out — after a lot of study of thousands of cases — a specialized John Hancock service which simplifies the whole process of getting the information our representatives need to arrive at a recommendation which will suit you.



What happens if I'm just curious but don't want to do anything about life insurance now?

Our representatives like nothing better than a healthy curiosity. They are always glad to make a recommendation. From there on you are on your own, of course. It might turn out that you have enough life insurance. It sometimes does!

When can I see an agent?

Any time you say. Our representatives suit your convenience.



John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS
GUY W. COX, President

THE LIPSTICK USED

*by so many stage
and screen stars!*



Gives a Rare Seductive Beauty—A Sparkling Brilliance You Didn't Dream Possible

A stage or screen celebrity must appear as enchantingly beautiful offstage as on. That's why even years ago—so many famous actresses were quick to recognize the amazing beauty-giving qualities of ANGELUS Lipstick. And we're sure *you* will, too, the very instant you apply this flattering lip-allure.

Special Creme Base Does the Trick!

ANGELUS is famous for its *special* creme base. Notice how divinely smooth it goes on. And it "stays put" for hours without drying or caking on your lips. Yet ANGELUS never appears greasy. It lends a radiantly youthful, sparkling beauty even to dull, uninteresting lips. Keeps lips so velvety soft—*invitingly kissable*. In ravishingly beautiful colors—the "last word" in fashion shades.

For complete color harmony in makeup—use the corresponding shades of Louis Philippe ANGELUS Rouge and Face Poudre. All in special 49¢ *economy* sizes.

Louis Philippe

ANGELUS LIPSTICK—ROUGE—FACE POUDE—CREMES

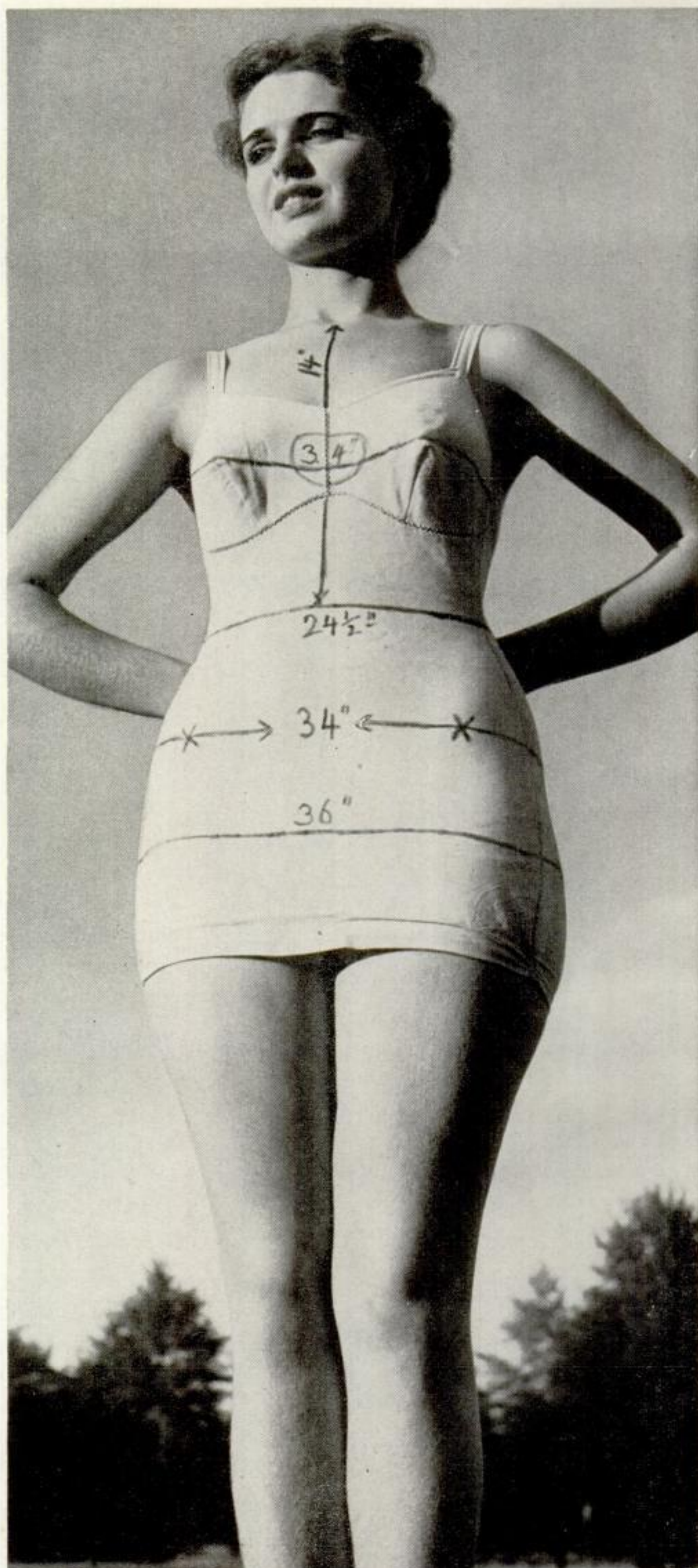
Junior Miss (continued)

THIS IS BASIC JUNIOR MISS FIGURE

What makes a girl a Junior Miss is not her size but her proportions, which are shown below. Compared to a regular Miss, the Junior Miss has smaller and higher breasts, smaller waist, shorter distance between waist and neck, flat stomach and backside.

Young girls like Junior Miss styles for practical reasons. Their reasons also make good style sense. Juniors modestly want high necklines. High necklines pleasantly emphasize a high bust. Juniors like full skirts to make their developing hips look more mature. Full skirts also hide bulges. Juniors like short swirling skirts for freedom. Short skirts also make short legs look longer.

St. Louis has become so much a style center that customers ask for "St. Louis Original Junior Miss Fashions." Geared to making wash dresses, the St. Louis dress industry has turned profitable to making Junior Miss clothes, has become a \$40,000,000-a-year business.



Junior Miss, size 11, has measurements shown on figure. These are basic measurements used by most Junior Miss dress manufacturers, are scaled down to 9, up to 17.



In right dress, short and figure-molding, the junior figure looks young and smart.



In wrong dress with low neck, long baggy waist and skirt, junior looks dowdy.



Short skirts, two to three inches above knee, are a St. Louis phenomenon. High-school girls started vogue. It is now an established nationwide Junior Miss length.



Typical styles are these three dresses. They are identified as Junior Miss not only by cut and short length but also by the happy, colorful trimming and decorations.

CONTINUED ON NEXT PAGE



◀ If you're getting this...

and things once were like this ➡



◀ TRY THIS

Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours.



Choice of 11 delicious mint and fruit flavors. Sold everywhere. 5¢.

FOUR COMMONSENSE *Suggestions* TO HELP YOU SAVE TIRES

FROM *Bob Bowes*



President and Founder of Bowes "Seal Fast" Corporation, Pioneer in Safe Tire Repairs.

★ The Government is doing everything possible to ease the acute and very critical rubber situation ... but ... it will be a long time before you can get new tires. Years of experience have convinced tire repair experts that 25 to 50% extra mileage can be added to your tires if you will avoid MISUSE and NEGLECT, so —

If You Want to "Keep Rolling" Follow These 4 Simple Suggestions

- 1** **Don't Neglect Your Tires . . .** Have them inspected frequently. Get small cuts and bruises fixed before dirt and moisture seep inside and cause irreparable damage—and —keep the proper amount of air in your tires.
- 2** **Drive Carefully . . .** Don't bump curbs when you park . . . go slow when crossing breaks in road pavement or when rounding curves and corners.
- 3** **Cut Down on Speed . . .** Speed wastes rubber by producing fast, burning friction. Fast starts and quick, skidding stops *eat* the rubber from your tires. Slow Down!
- 4** **Check Wheel Alignment . . .** An out-of-line wheel causes "Tire-drag" . . . burns the rubber up. Get your wheels lined up so the tread will wear evenly. Shift tires occasionally . . . front to rear . . . right to left.



GET YOUR TIRES

Inspected Now!

... and regularly hereafter . . . by Bowes Tire Repair Experts. That's the way to AVOID tire trouble. The authorized Bowes Service Man has special equipment for inspecting your tires . . . he can spot tire trouble while it's "young" and SAVE PRECIOUS RUBBER for you—add many useful miles to your tires.

Let this Sign Guide You

to Better, Long-Lasting Repairs

● Don't take chances with inexperienced repairmen. Look for the Bowes equipped and factory-trained Tire Saving Station in your neighborhood. Bowes trained repairmen will add many extra miles to your tires . . . IF . . . you give them the chance to make safe repairs before the tires have been irreparably damaged.



BOWES "SEAL FAST" CORPORATION

INDIANAPOLIS, IND.

Junior Miss (continued)



Junior Miss dress designers are young graduates of St. Louis School of Fine Arts at Washington University. This is Virginia Grey, 21, who designs Kerry Cricket line.



"Hold 'at Tiger" model (on form) is number designed by Johanna Gredier, who works at school desk. Like dresses, names are cute and corny—"Ooglepuss," "Flutter-by."



Mary Muffett mask, used as trademark, is worn by living model trying on new style by Hortense Cohen. The designers do accompanying Junior Miss trimming gadgets.

Spread THIS Rumor...



*You can STILL get
a good Dry Martini!*



**SIX
POPULAR KINDS**

Dry Martini, 71 proof
Martini, 60 proof
Manhattan, 65 proof
Side Car, 60 proof
Old Fashioned,
80 proof
Daiquiri, 70 proof

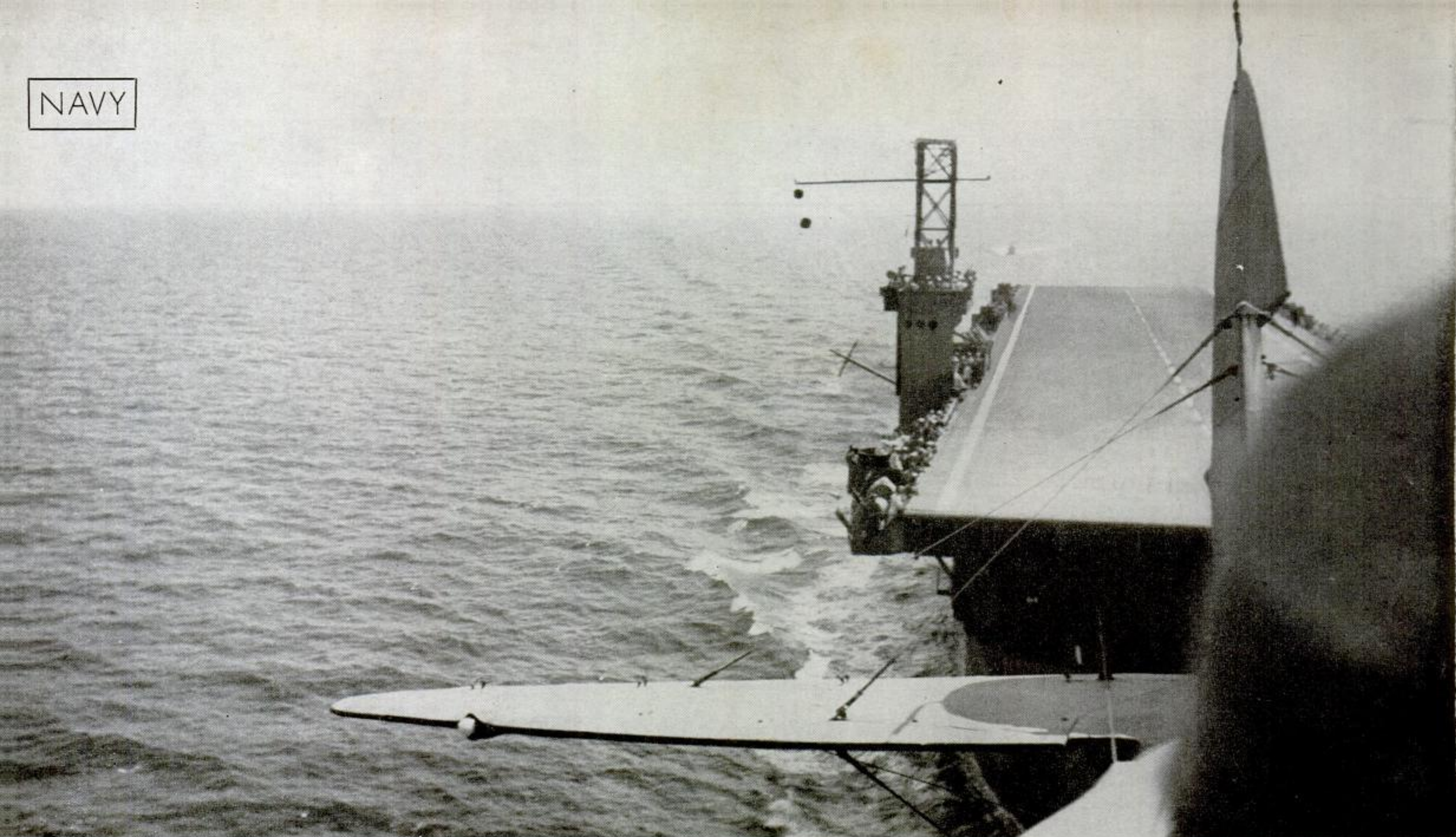
If you're finicky about your Martinis, you're probably resigned to a long, hard winter. But if you're open-minded, you'll try the Dry Martinis made by Heublein . . . and get the pleasant surprise of your life. Ready-mixed by a master mixer, these mellow marvels are made of scarce and precious Milshire Gin—the genuine *pot-still gin*—and the world's finest vermouth for Dry Martinis. You just add ice and serve.

Will you please stop crabbing about shortages and buy a bottle of these cocktails at your local liquor store today?

FREE—We have a recipe booklet of good and clever cocktail snacks that many people rave about. Address Box L . . . G. F. Heublein & Bro., Hartford, Conn.

HEUBLEIN'S *Club* **COCKTAILS**
ALWAYS READY • ALWAYS RIGHT

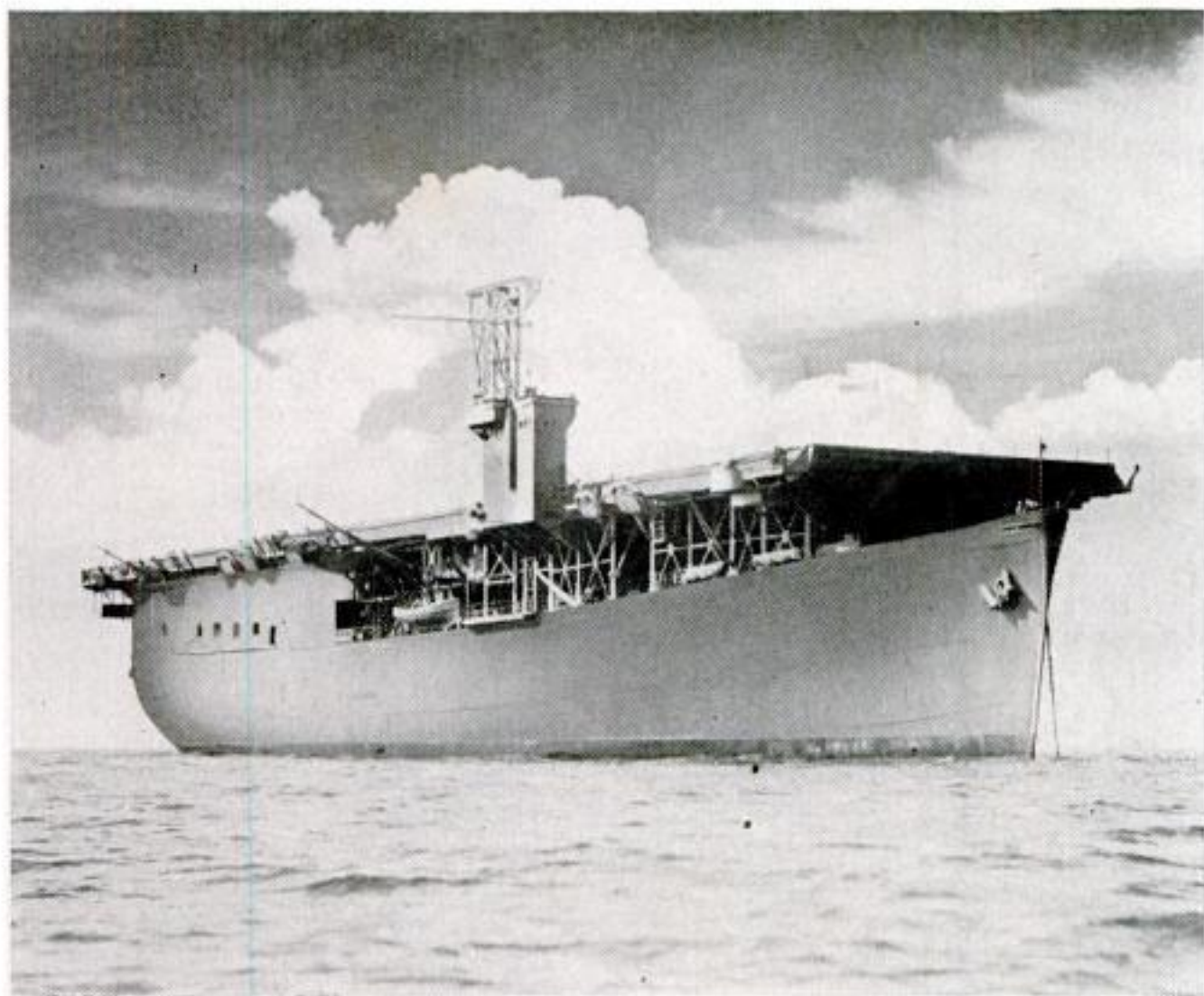
The Milshire Gin used is 90 proof, distilled from 100% Grain Neutral Spirits. G. F. Heublein & Bro., Hartford, Conn.



Seen from the air, the angular chunkiness of the *Charger* is obvious. Superstructure and anti-aircraft guns seem to hang on the sides of the flight deck. View from the "sky control" tower

(below) shows the handling crew waiting in the walkways, the landing signal officer's position (white screen, right), auxiliary boat "plane guard" (left, background), and a plane landing.





No thing of beauty, the new carrier *Charger* looks top-heavy because her broad flight deck stands high above the original hull line, supported by openwork steel uprights.

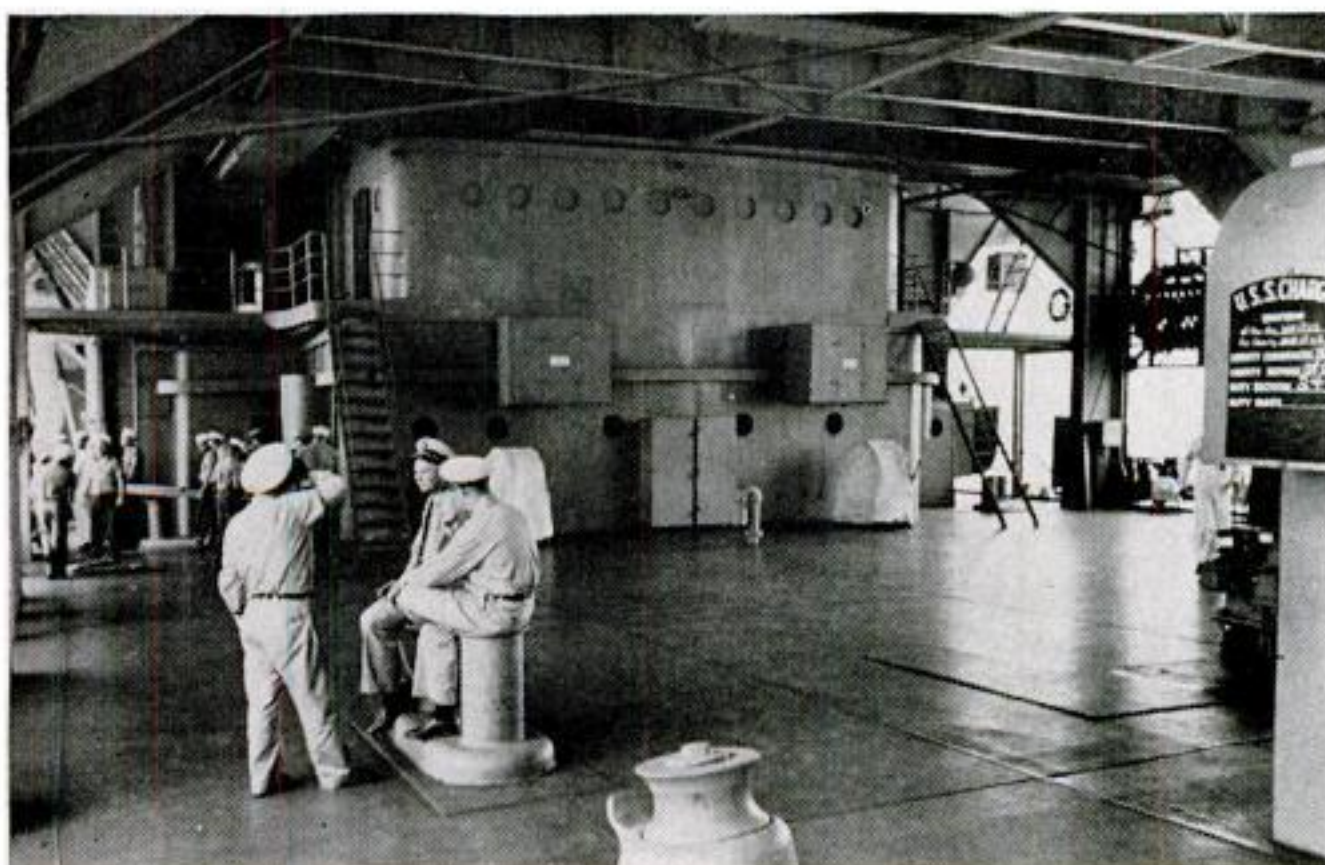
U. S. S. "CHARGER"

Another converted merchantman adds strength to growing force of small aircraft carriers

Up and down Chesapeake Bay last month steamed a new type of aircraft carrier, small, ugly, high above water. Over it all day flights of Navy fighter planes circled, endlessly practicing take-offs and landings. The ship was the U. S. S. *Charger*, second of our merchantmen carriers, and aboard it was a carrier crew being trained in the fine art of U. S. Navy deck-flying.

At least six C-3 cargo ships like the *Charger* are being converted into what the Navy calls "aircraft escort vessels." The first of the group, the *Long Island*, which was known in civil life as the *Mormacmail*, is already traveling with convoys. Fast, as freighters go, the C-3's make close to 20 knots on their Diesel engines, which is sufficient speed to launch their planes.

Compared with grown-up aircraft carriers like the U. S. Navy's *Hornet* or the eleven ships of the *Essex* class now being built on hurry-up schedules, the C-3's are puny. Their flight deck is only half as long, their tonnage half as great, their speed slightly more than half as much. Their complement of planes is only a squadron or two, against a big carrier's four squadrons. A lack of armor and compartmentation against damage means that they will see battle action only in desperate emergency. But ships like the *Charger* have a great advantage. Because they are quickly converted we can have a lot of them, and use them for necessary convoy or patrol work while our big carriers go off to do the fighting.



Original deck level, now covered over by the flight deck above, is open to the sides. Original wheelhouse (background) is still used but bridge now is on superstructure.

CONTINUED ON NEXT PAGE

In British Blackouts in the 2nd Year of War
4302 Persons Were Fatally Injured*



...but Porch Blackouts in U. S. A.
Injured 3 TIMES AS MANY!

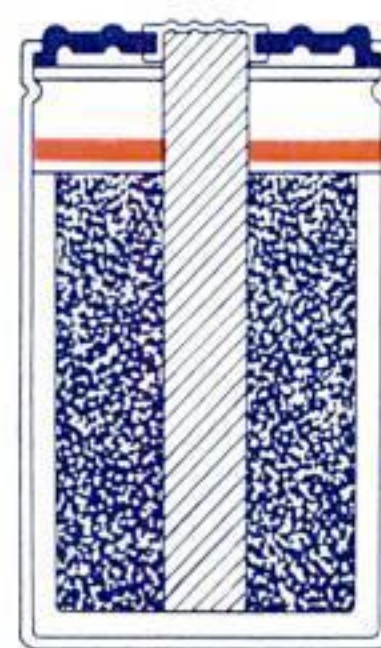
If man could see in the dark, these 1941 figures, many of which were permanent injuries, would never have been reported by the National Safety Council. Unfortunately, man is doomed to grope, bump and stumble without light. Be wise, keep your flashlight handy and make sure it is loaded with BOND Batteries. They assure you of light the instant you need it.

*Road Injuries reported by Royal Society for the Prevention of Accidents.

BOND BATTERIES STAY FRESH 50% LONGER

Every Bond Flashlight Battery (No. 102) is guaranteed *fresh* for 18 months from date of manufacture. That's a 50% increase—a full 6 months over the former 12 months guarantee.

These batteries are built with the exclusive BOND Power-Guard Sub-Seal. This feature securely imprisons their light-making moisture, locks in 18 months of guaranteed fresh power. BOND Batteries stay *fresh*... even after long periods of idleness. Ask for them wherever batteries are sold.



BOND ELECTRIC CORPORATION • NEW HAVEN, CONN.

Division of Western Cartridge Company

COPR., 1942, BOND ELECTRIC CORP., DIV. OF WESTERN CARTRIDGE CO.

DON'T RISK A FREEZE-UP THIS YEAR!

Pick a Du Pont Anti-freeze today

► "Zerex" and "Zerone" do more than prevent freezing. They also prevent rusting, corrosion and deterioration of all parts of the cooling system—parts which today are hard to replace.

Before you put in anti-freeze, have the cooling system cleaned, fan and belt checked, hose connections, water pump and cylinder bolts tightened to prevent leakage.

Even if you're laying up your car, don't drain it. That invites rust. Add anti-freeze for protection against unexpected freezing and rust.

Do your part to conserve anti-freeze so there will be enough to go round. Don't buy or use more than you need. Order "Zerone" or "Zerex" now. They are available in cans or bulk—and at the same low prices as last year.



*SAME LOW PRICES
AS LAST YEAR
(IN CANS OR BULK)*



\$2.65 WON'T BOIL OUT!
A GAL. ONE FILLING LASTS
ALL WINTER LONG

► "Zerex" is the new non-evaporating Du Pont anti-freeze. It gives you complete freedom from winter worries. Its exclusive anti-acid formula also protects against rust and corrosion.



\$1.00 ECONOMICAL!
A GAL. REQUIRES ONLY AN
OCCASIONAL CHECK-UP

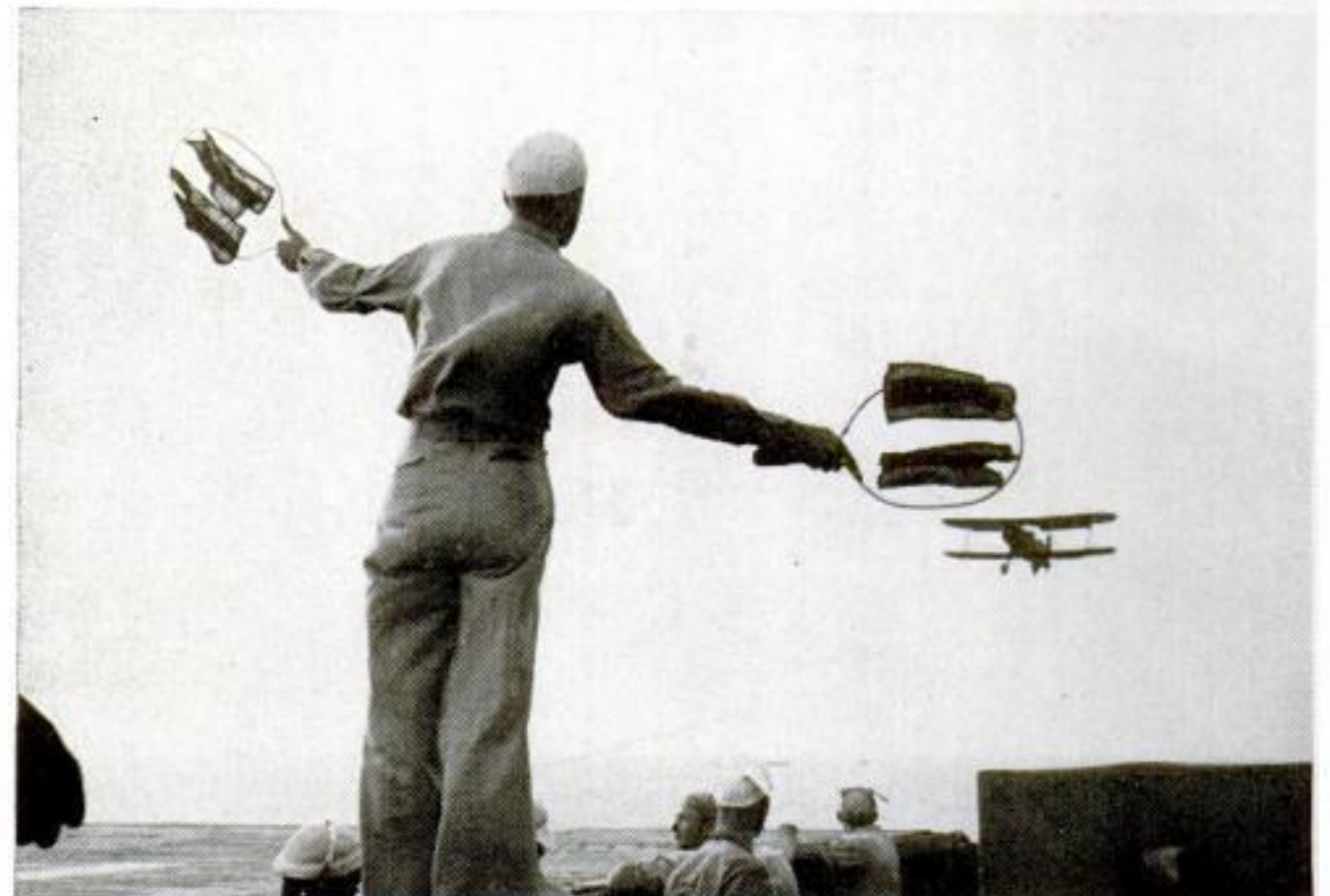
► Du Pont "Zerone" is the largest-selling anti-freeze on the market today. It's the type preferred by the American motorist who wants maximum protection at minimum cost.

U. S. S. "Charger" (continued)

LANDING SIGNAL OFFICER STANDS ON STERN



AS PLANE BEGINS ITS APPROACH, OFFICER SIGNALS THAT EVERYTHING IS OK



NOW OFFICER LEANS TO RIGHT, MEANING "COME OVER THIS WAY A LITTLE"

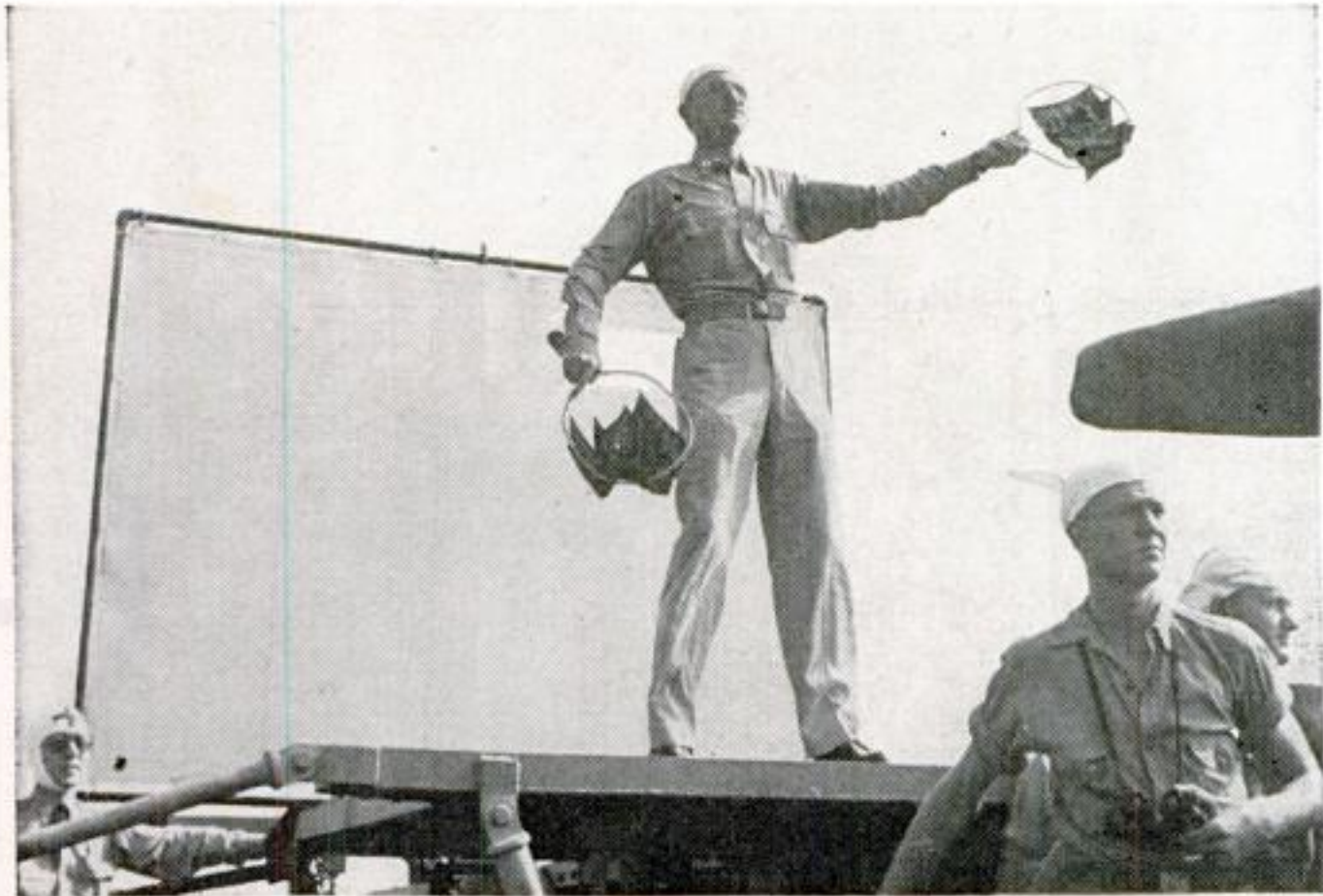


SIGNAL PADDLES DOWN BY HIS SIDES MEAN "YOU'RE LOW—CLIMB A LITTLE"



THE PLANE IS IN THE GROOVE AND OFFICER SIGNALS "CUT ENGINE AND LAND"

AND GUIDES PLANES BACK TO THE CARRIER



LEFT-HAND PADDLE HELD UP MEANS "YOU'RE GOING TOO FAST—SLOW DOWN"



BOTH PADDLES SWUNG UP OVER HEAD MEANS "YOU'RE TOO SLOW—SPEED UP"



PADDLE TAPPED ON THE DECK MEANS "YOUR LANDING HOOK IS NOT DOWN YET"



BOTH PADDLES CROSSED OVER HEAD MEANS "NO GOOD—GO AROUND AGAIN"

CONTINUED ON NEXT PAGE

NEW MOLDED SINGER FORM*

*REG. U. S. PAT. OFF.

"Ends tedious try-ons!" says Bernice Stott



1. Bernice Stott, one of the talented young skaters of "Stars on Ice," used to spend hours having costumes and dresses fitted. Now she's found a miracle "stand-in"—a Singer Form molded in plastic to duplicate her figure exactly.



2. Molding takes only a comfortable 30 minutes, after which the plastic is snipped off, ready for finishing by Singer. This Singer Form keeps its shape permanently—the first practical dress form molded to the human body!



3. No more try-ons! Bernice's mother in Chicago now makes many of her skating costumes, as well as a lot of her personal clothes, while Bernice is away on tour. If a dress fits her Singer Form, it fits her—without a stitch of alteration!



4. This skating dress was made by Bernice's mother, without a single personal fitting! The Singer Form cuts dressmaking time in half— aids in altering ready-mades, making over clothes. A Singer Form pays for itself many times over!

You can order a molded-to-you Singer Form at any leading Singer Sewing Center (U.S. only.) See your nearest one for full information.

Have you heard about our new Fashion Services Department, where you can get buttons covered, belts made, hemstitching, and other jobs done? Singer also has new lessons in remodeling and alteration, in cutting and fitting, home dressmaking and decoration. Come in soon!

SINGER SEWING CENTERS
SINGER SEWING MACHINE CO.

Copyright U. S. A., 1942, by The Singer Manufacturing Co. All rights reserved for all countries.



Walking off with the Major's boots

• Boot-toes—with a bow to the Army, Navy and Air Corps officers who wear side-buckle Walk-Overs, too! Authentic, men's military welt-in-miniature. Smooth-fitting, comfortable. Sees action with your uniform or suit. The MAJOR and other Walk-Over welts in shineable tan or black calf. \$8.95 and \$9.95. Geo. E. Keith Company, Brockton, Mass.

WALK-OVER

JODHPUR TIE

MAJOR



V.A.T. 69

BY APPOINTMENT TO H. M. KING GEORGE VI

In Age and Taste
SCOTCH WHISKY
at its Best!

8 YEARS OLD
86 PROOF

"Quality Tells"

PARK & TILFORD IMPORT CORP., NEW YORK, N. Y.

U.S.S. "Charger" (continued)



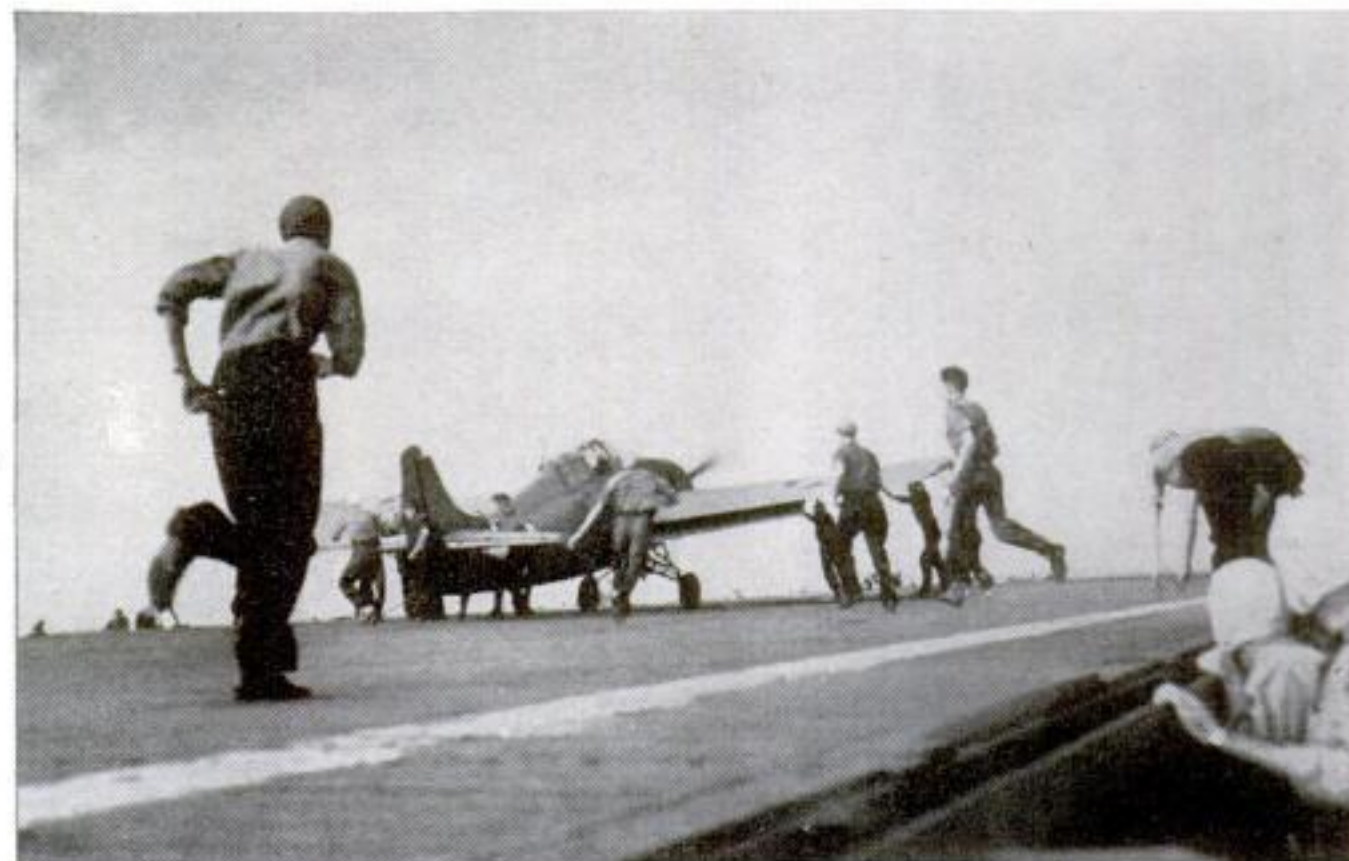
In the walkway that runs the length of the flight deck, men of the plane handling crew watch a pilot, who has been cleared by landing signal officer, set his ship down.



Plane touches deck, rolls a few feet, and is snagged to a quick stop by the Navy's secret arresting gear. Now the deck must be cleared so that other planes may land.



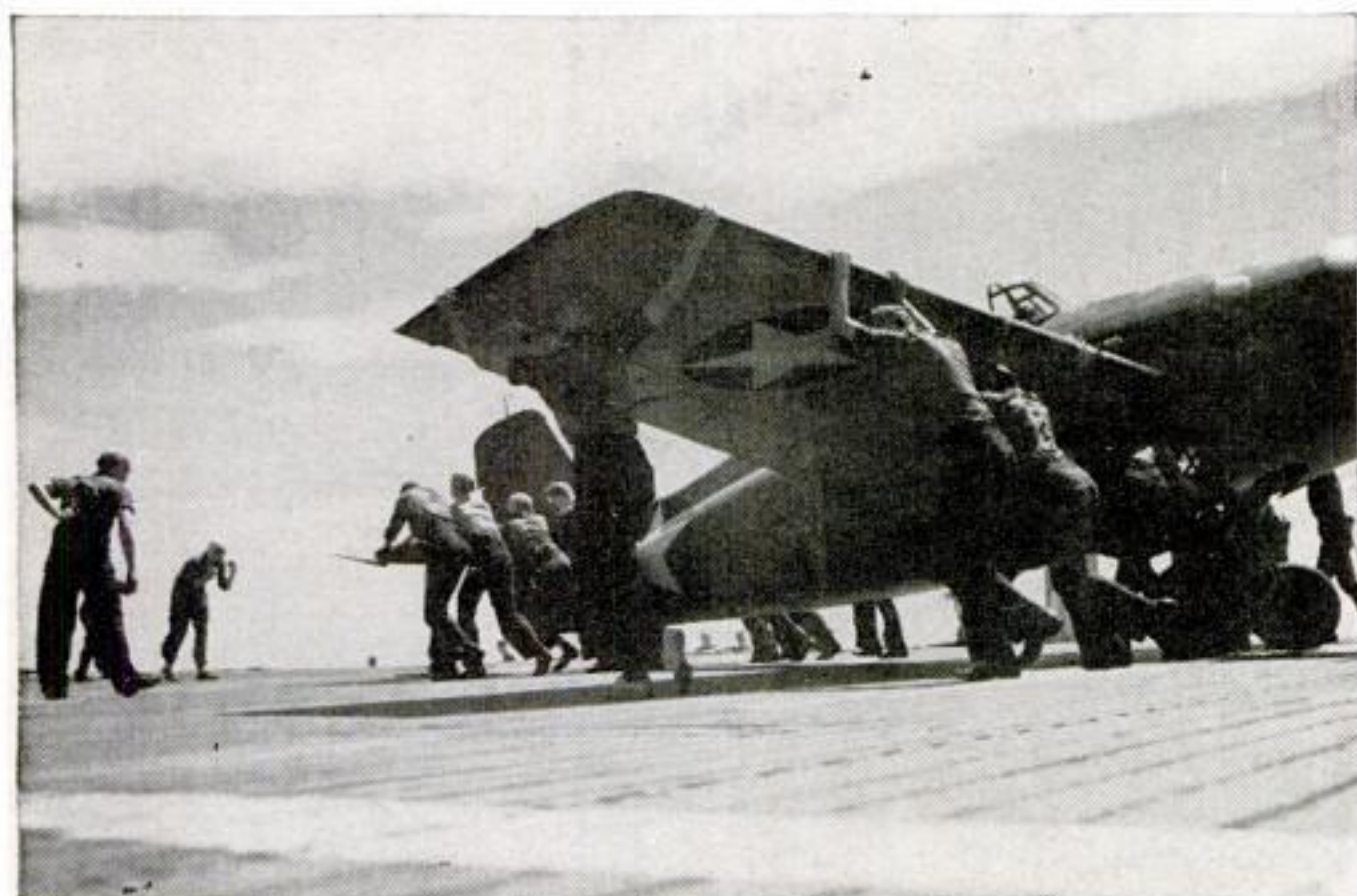
On the run, the handlers nearest the spot where the plane has been stopped jump from the walkway and race out to move the plane back to the after part of the deck.



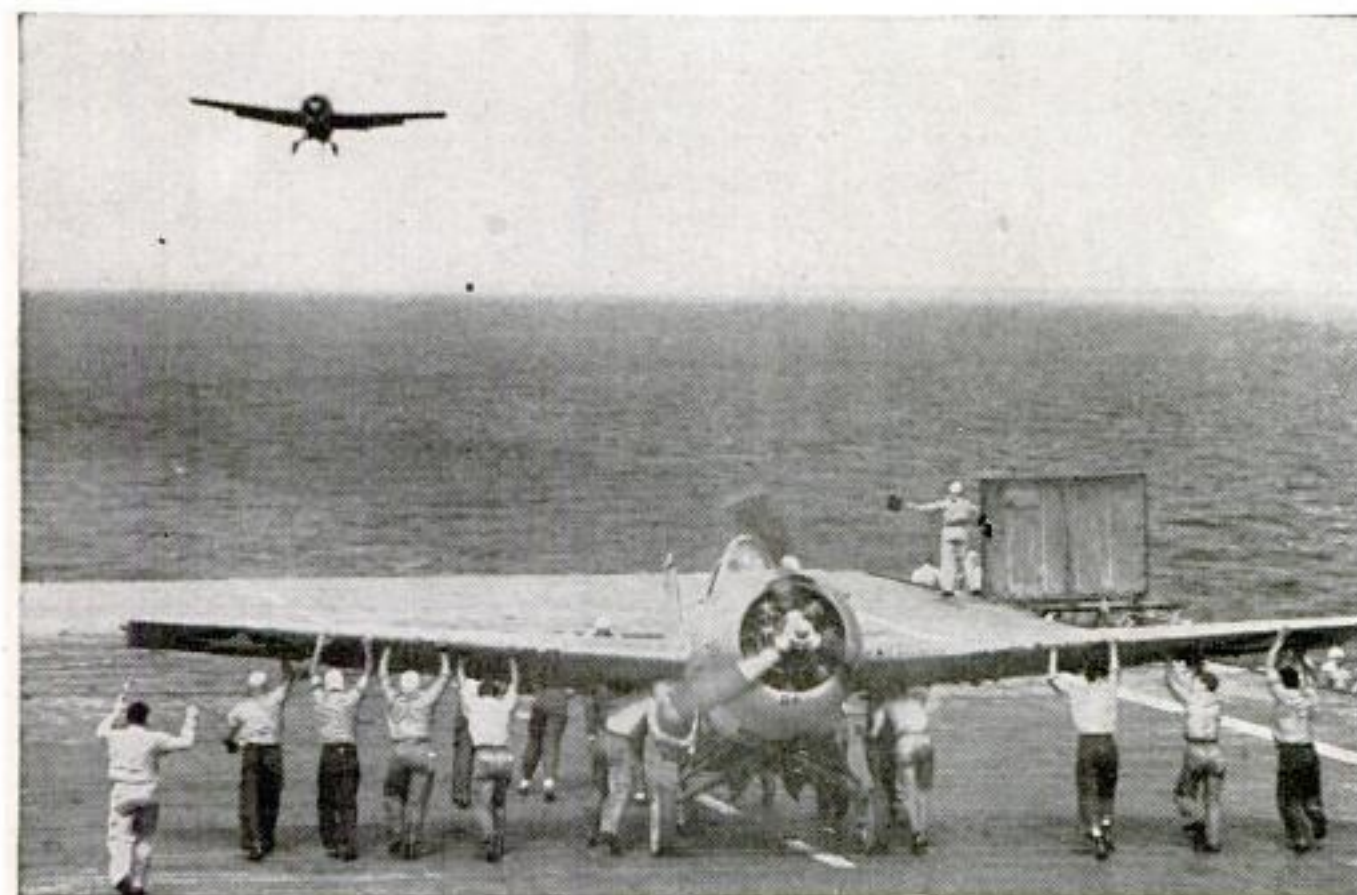
First men to arrive go to the plane's tail and release the hook from arresting gear. Others come up to their positions along the wings and the leading edge of the tail.



Pilot cuts switch so that the plane handlers can move in without danger from the propeller. Hook is cleared and the plane is ready to be pushed back into position.



With a heave the plane handlers start the four-ton Grumman fighter rolling backward along the deck. One man (left, background) guides the crew with hand signals.



Once under way, with the handling crew in safe positions, pilot starts his engine to be ready for takeoff. Plane coming in (top, left) will circle around ship once more.



Tail on the stripe, plane is in position either to be berthed below or flown off again. Plane handling crew now returns to walkway. Entire job takes only a few minutes.



"The 'E' Pennant Flies Tomorrow"

Another tough production record shattered—another "E" flag proudly flying—in plant after plant across America! Better *sleep* means better *work*, on any job! That's why millions turn to the soft, restful comfort of Reliance Universal, Nite-Tog and Rest-Rite Brand pajamas, between shifts, to return to the job refreshed and ready for action. Styles galore. Finest long-wearing quality. Designed for utmost freedom of movement. At leading dealers everywhere.

RELIANCE MANUFACTURING CO.

212 West Monroe St., Chicago, Ill.

New York Office: 200 Fifth Ave.

MAKERS OF Big Yank Shirts and Trousers
Aywon Shirts for Men • No-Tare Shorts
Penrod Shirts for Boys • Yankshire Coats
Happy Home and Kay Whitney Frocks





"AND ONE WHO WAS DYING OPENED HIS EYES, FOR HE SMELLED SMOKE AND STARED AT THE SKIES . . . LURID WITH SMOKE AND FLAME"

THE MURDER OF LIDICE

by EDNA ST. VINCENT MILLAY

Last June 10, to revenge the killing of their deputy Gestapo chief, Reinhard Heydrich, the Nazis destroyed the Czech village of Lidice (pronounced Li-dyi-tzeh), killed or dispersed

its people. Edna St. Vincent Millay, one of America's most important poets, wrote this poem about the Nazi infamy for presentation over NBC on Oct. 19. Harper's will publish it.

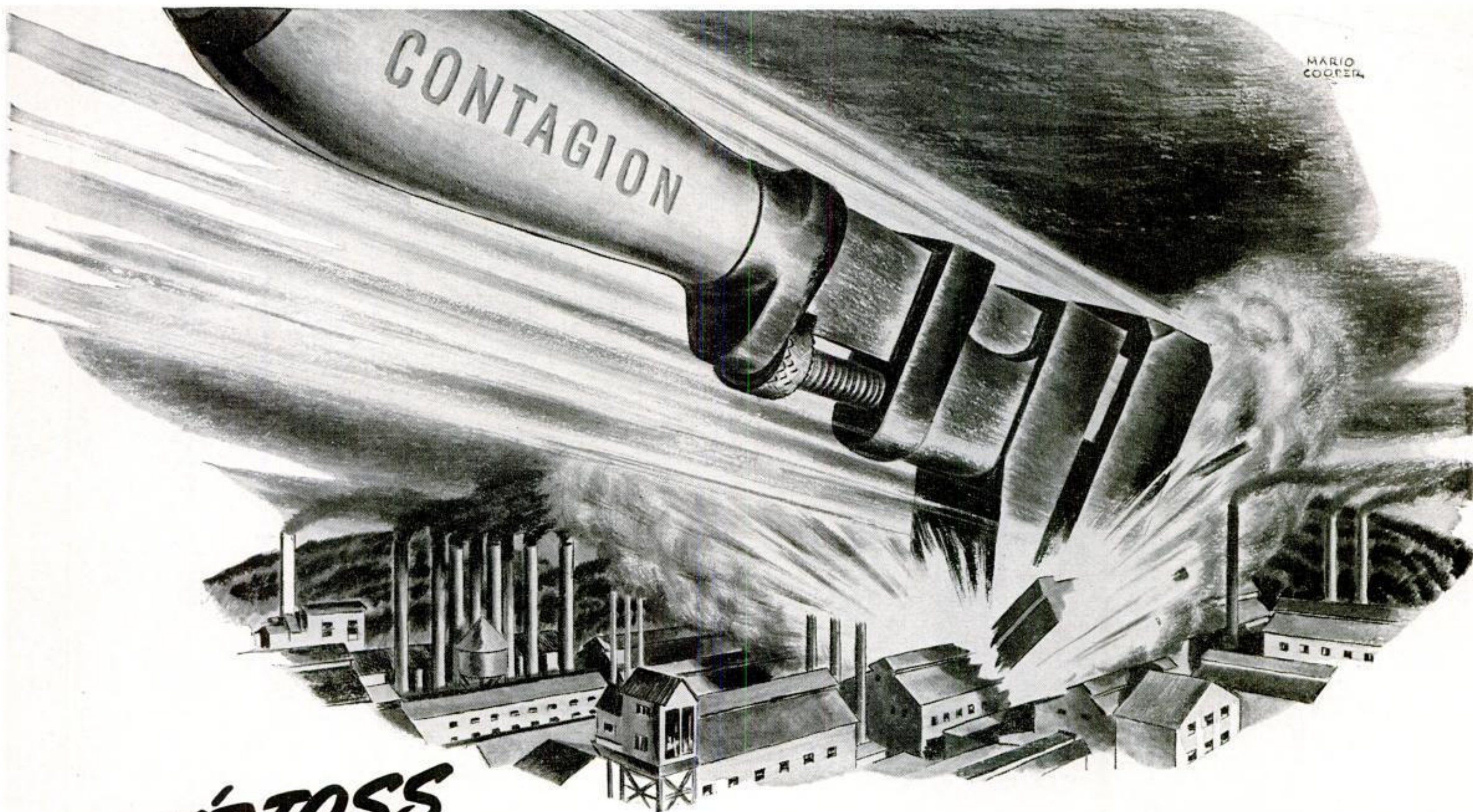
It was all of six hundred years ago,
It was seven and if a day,
That a village was built which you may know
By the name of "Lidice."
They built them a church and they built them a mill,
All on the fair Bohemian plain,
For to shrive their souls and to grind their grain,
To wash their spirits of sin and stain
And to feed them wholesomely.
And each man helped his neighbor to lay
The stones of his house, and to lift its beams;
Till strong in its timbers and tight in its seams
A village arose called Lidice.

Now, how did the year turn, how did it run,
In the village of Lidice?
First came Spring, with planting and sowing;
Then came Summer, with haying and hoeing;
Then came Autumn, and the Harvest Home.
And always in Winter, with its brief bright day,
Toward the end of the quiet afternoon,
(Children at school, but coming home soon,
With crisp young voices loud and gay;
Husband at Kladno, miles away,
But home for supper, expected soon)
Toward the end of the Winter afternoon . . .
The wise, kind hands and contented face
Of a woman at the window, making lace.

A peaceful place . . . a happy place.

"Oh, dear, oh, dear, the cherry trees blow,
And the moon is a sight to see!
And how is a busy mother to know
Up to what her daughter may be?
Yet here by the stove I must stir the pot,
Yes, here I must stand and bide,
While the handsomest girl in the countryside
Is up to what and up to what-not!
Oh, dear, you blossoming cherry tree!
What the moon can do to the branches of you!
Ah, well . . . bless her heart! . . . we'll see."

"Jan, you've been climbing those trees again!"
"Well, mother, the nuts are ripe!"
"Suppose you stepped on a dead limb?"
"Well, mother, I never *do*!"
"The Rakos boy fell just that way—
And broke his leg!" "Now there you go,
Always making things worse than they are!
It was only his arm! And what happened to him—
He *didn't* step on a dead limb!
He only *reached* too far!"
"Well, take off your breeches, and get into bed
While I mend them—look at that seat—half gone!"
"Will I crack you some nuts while I wait for my pants?"
"Why—yes—you might as well."



DON'T TOSS that Monkey Wrench!

Remember 1918! Twenty million of our people stricken with the "flu"—over six hundred thousand died in a few months—more than ten times our entire loss of life in action against the enemy!

☆ ☆ ☆

It happened then — it *could* happen now! An epidemic NOW could spread overnight from community to community — from industry to industry — to the men in our training camps. It could stop the wheels of our war effort — delay Victory.

Now, more than ever before, it is patriotic to keep well — and on the job. That is why we are told to "keep fit" . . . "avoid fatigue" . . . "eat nourishing foods". For a healthy nation is a vigorous nation. For our neighbors' sake as well as our own, avoid every possible avenue of contagion. Let's not

thoughtlessly "toss the monkey wrench into the works".

Public Health authorities recognize that one of the dangerous avenues for the spread of "flu", trench mouth, common colds and other even more vicious diseases is mouth contact with anything that has touched the lips of others.

DIXIE CUPS, used but once and thrown away, are breaking this likely chain of contagion . . . are a vital health protector . . . especially in time of war.

This is no time to flirt with contagion. So, when you drink in public, don't relax your peacetime health precautions. Continue to say — "Please serve mine in a DIXIE CUP".

☆ ☆ ☆

Product of DIXIE-VORTEX COMPANY,
EASTON, PA. • CHICAGO, ILL. • TORONTO, CANADA
Member of The Cup and Container Institute



*"No Lips
but Yours"*

DIXIE

ONE OF THE VITAL HEALTH

CUPS

DEFENSES OF AMERICA-AT-WAR

A few of the places where Dixies are serving war-time America . . .



With the Army. Dixie Cups are used aboard our big bombers and transport planes. They are also used to protect the health of the men at the canteens and at recreation spots near camps.

With the Navy. All navy soda fountains aboard ships serve in paper cups.



In Construction Camps, at Naval bases, arsenals, ammunition dumps, airplane factories and other war construction projects, they are used to bring water to the men on the job. The water bucket and unsanitary dipper are dangerous relics of the past.



In Factories, working under pressure of war demands, workers are brought hot foods, between-meal snacks and refreshing drinks in Dixies — to keep the human machine at its peak of performance.

Plant cafeterias, feeding workers by the millions, are finding Dixie Cups the ideal solution to handling the tremendous serving problem. Dixies eliminate the hazard of careless dishwashing, serve the workers quickly, safely and without the accident and sabotage potential present with glass or crockery.



In soda fountains everywhere, labor shortage and urgency of health precautions are causing a tremendous swing to service in single-use paper cups — DIXIES.



☆

On many fronts, on trains, in the air, in offices and public buildings Dixies are helping to protect the health of America's warriors, workers and civilians. The paper cup has truly become a war-time necessity.



"I've just 'discovered'
CHARIS!"

"Of course I've heard of CHARIS for years . . . But today, for the first time I talked to a CHARIS Corsetiere. I learned why material shortages haven't changed the lovely lines and the glorious comfort you get from this garment . . . It's all in the Adjustable Design that doesn't depend on elastic . . . And the wonderful System of Corsetry that picks out exactly the right model for your figure type . . . I've never had a corset that fitted so beautifully . . . No more figure worries for me, as long as I have CHARIS."

One of many exclusive CHARIS models that combine unusual comfort with fashionable control—through patented adjustable features. Luxuriously tailored, yet not extravagantly priced. For private, home showing 'phone or write the local Charis Establishment.

Charis Corporation,
Allentown, Penna.
Charis Ltd., New
Toronto, Canada

Ask your Charis
Corsetiere about the
new posture film,
in Technicolor,
"HELP YOURSELF
TO VITALITY."

CHARIS

TO LOOK YOUR BEST... SELECT THE BEST



Vitamin Pie!
(FROM FLORIDA)

If you didn't drink your quota of citrus juice this morning—eat this Vitamin "C" pie tonight! It's delicious!

Mix together in top part double boiler: 6 tbsps. cornstarch; 4 tbsps. sugar; 3/4 cup corn syrup; 1/4 tsp. salt. Slowly add 1 1/4 cups boiling water and cook, stirring 'til mixture thickens. Put over hot water, cook 15 mins., stirring occasionally. Add small amount hot mixture to

3 well-beaten egg yolks; add to first mixture, beating well. Cook 1 min. more. Add 1 tbsp. butter and 3/4 cup Canned Grapefruit Juice (drained from sections); blend well. Break No. 2 Can Florida Grapefruit Sections (except about 8) into pieces; add to filling. Cool, pour into baked pastry shell. Arrange whole grapefruit sections around filling. Pile meringue in center, brown in 325° F. oven. Serves 8.

FLORIDA CITRUS COMMISSION, Lakeland, Florida

CANNED FLORIDA GRAPEFRUIT SECTIONS

THE MURDER OF LIDICE *continued*

Now, how did the year turn—how did it run
In the year of nineteen forty-one?
In the village of Lidice?
First came Spring, with planting and sowing;
Then came Summer, with haying and hoeing—
Then came Heydrich the Hangman, the Hun.

"Mirko, the Rakos barns are full;
It's time to harvest the sugar beets."
"Hush with your clack while a man eats!
I'll think of the harvest and sugar beets
When the evening meal is done.
I've much on my mind, wife. I heard say
By the metal workers in Kladno today
That Heydrich the Hangman comes our way—
God's curse on him!" "Husband, the things you say!
"Cross yourself, Mirko!" "I did." "And pray!"
"I'll pray when my supper's done."

"Byeta, thou art a pretty maid!
Byeta, I love thee more than much!
Stand in the moonlight here with me,
Under the blossoming cherry tree!"
"Nay, Karel, I am afraid!"
"Afraid of me, my pretty dear?
Of me thou needest never to fear—
For I dare not thy dress to touch!"
"Nay, Karel, afraid of thee I am not;
For I know thee a gentle boy and kind;
'Tis the moonlight, more, that I had in mind,
And the blossoming cherry trees—
And the petals that fall in the little breeze—
How they fall!—in the little breeze!"
"They fall for to make the cherries, my dear,
I shall hang in August over thine ears!"
"Oh, Karel, one never can know!"
"Nay, then—that cherries from blossoms grow
Is a fact! And a fact is a thing I can know!"
"Ah, yes . . . but we may not be here."

"Byeta, Byeta, where have you been?
And what do you hide in your hand?"
"I wear on my hand my engagement ring!"
"Oh, ho! So Karel has found his tongue?"
"Karel?—Why, father, how did you guess?"
"Oh, lord, how sweet to be young!"
"We thought to be wed on the tenth of June,
Your birthday, mother, if you'll agree."
"The tenth of June!—oh, my baby!—so soon?"
"Now bless your daughter, wife; and bless
Her man; and plan for the tenth of June.
It's never too soon for happiness."

"Husband, why is your face so gray?"
"My face is gray from fear,
Heydrich the Hangman died today
Of his wounds, the men in Kladno say."
"Do they know who killed him?" "Not yet, they say;
But they claim we hide him here."
"Here? Here in Lidice?"
"Here in Lidice."
"If I knew where he hid, I'd not give him away."
"Yes. All of the village feels that way.
But heavy's the price we'll have to pay,
If he's not found, I fear."

An officer walked in Wilson Street,
A German officer jaunty and smart;
A sabre-cut on his cheek he bore,
And tailored well were the clothes he wore;
And he hummed a waltz, as he strolled toward
A group of men by a high billboard;
And he smiled and softly stopped in his tracks
As he studied the stooped and troubled backs



STAND IN THE MOONLIGHT, UNDER THE BLOSSOMING CHERRY TREE

Of poor men reading the word "Reward!"
REWARD! REWARD! REWARD! REWARD!
TWO HUNDRED THOUSAND CROWNS IN GOLD!
FOR INFORMATION LEADING TOWARD
THE CAPTURE OF THE KILLERS OF REIN-
HARD HEYDRICH!"

He looked at their backs and smiled, and thought,
 "Heydrich's killer's as good as caught!"

"Oh, why do you run from room to room,
 Byeta, my daughter, my dear?
 Oh, why do you run from room to room
 With your hands pressed over your ears?"
 "Mother, I run from room to room
 For I hear what nobody hears!
 Heydrich the Hangman howls in his tomb!
 And up the stairs and down the stairs
 I run, and I run from room to room!
 Mother, I hear bat squeak
 When nobody hears it!—
 Mother, I hear board creak
 If little mouse cross it!—
 Heydrich the Hangman howls tonight,
 He howls for a bucket of bubbly blood—
 It may be man's or it may be of woman,
 But it has to be hot and it must be human!
 Mother, leave go the sleeve of my blouse,
 For I have to run all over the house!"

"Byeta, my daughter, where have been been?
 And what do you hold in your hand?"
 "'Tis a winding-sheet for to wind me in!
 Oh, wind me, mother, while here I stand,
 In my shroud so pretty and white!—
 For Heydrich the Hangman howls tonight,
 And scratches the earth from his grave away—
 I hear him scratch in the late moon's light—
 Oh, mother, he comes this way!—
 He lopes and he lopes toward Lidice!"

"Byeta, why is your face so white?—
 Like the moon when stars are out?
 And why do you shine so fearful bright
 On all your edges and close about?"
 "Anna, my wife, now hush—or speak
 No louder than board will creak
 If little mouse cross it—
 Byeta, my daughter, now tell, I pray,
 What do your ears and your eyes say?—
 Your ears and eyes that ever speak true—
 For your senses do number more than five—
 As to whether or not I may bide alive
 For another day . . . or maybe two."
 "Father, I hear a German speak,
 A Nazi officer, jaunty and smart;

continued on next page

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FAMOUS FOR 315 YEARS

Five Star *Pinch*
 8 years old 12 years old

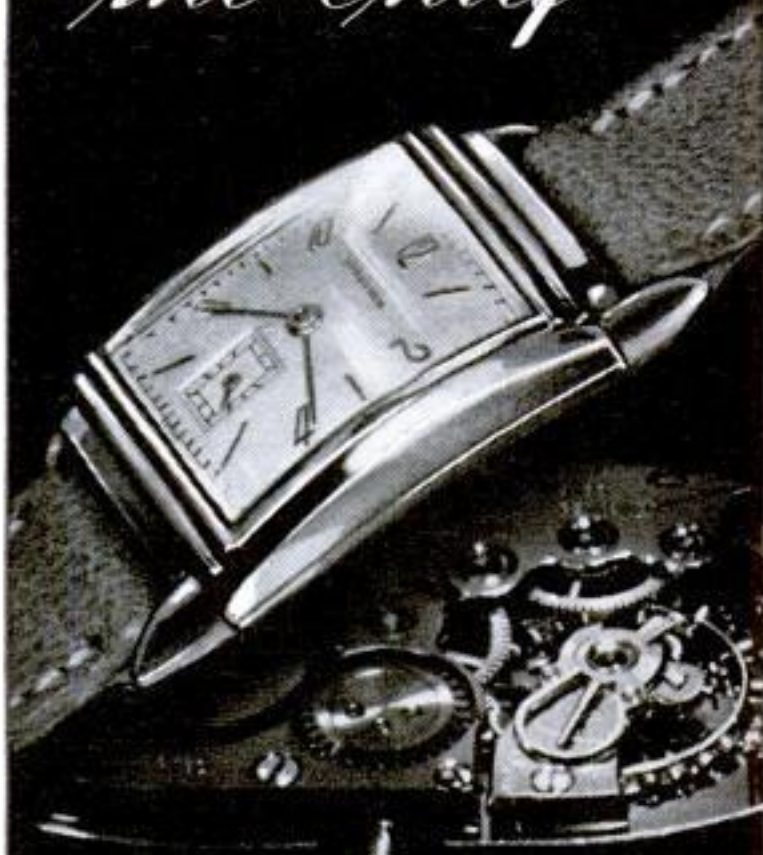
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*the most honored watch
for
"the Chief"*



For "the Chief"—be he boss of a business, a production line, or a department—for any man who is a leader, there are Longines watches of competent masculine appearance like that illustrated above, and all contain the Longines "Observatory Movement", world-honored for greater accuracy, long life, and dependability. Photos of watch and movement are greatly enlarged.

Longines

THE WORLD'S MOST HONORED WATCH

Because of necessarily restricted production, not all jewelers can show the watches illustrated here. But every Longines contains a watch-works made with incredible precision and accuracy which Longines has proudly named "The Observatory Movement".

For excellence and elegance Longines watches have won 10 world's fair grand prizes, 28 gold medals, and more honors for accuracy than any other timepiece. Longines jewelers also show a companion watch, the Wittnauer, outstanding for value in the moderate price field. Longines-Wittnauer Watch Company, New York, Montreal, Geneva.

*Reg. U. S. Pat. Off.



Longines Watches have won 10 world's fair grand prizes, 28 gold medals

THE MURDER OF LIDICE *continued*

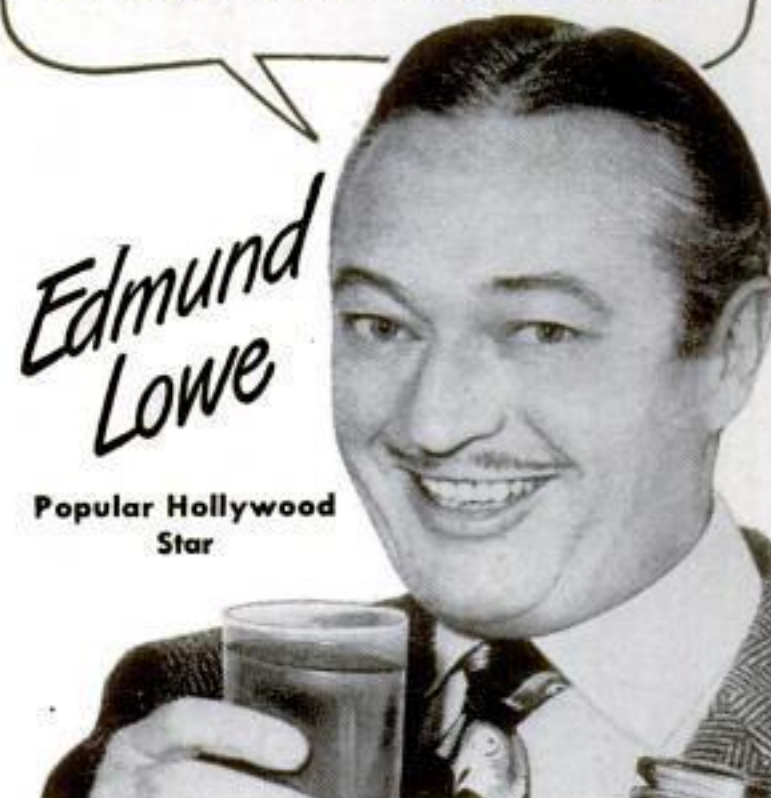
A sabre-cut on his cheek he bears,
And tailored well are the clothes he wears;
His voice is harsh and his words are false.
He turns away and he whistles a waltz."
"Ah, Anna, my wife, we shall all pay dear,
That Hitler ever sent Heydrich here!"
"Hush, my father, and hark!
Do you not hear him howl?
I have heard him howl for many a day
But that was many a mile away
That I heard him howl before;
But tonight he lopes through Lidice!
Oh, do come away from the door!—
For he snuffs your blood through the crack of the door!"
"Byeta, oh, must you say such things?"
"Nay, wife, I have heard, and I know all.
The wits of our daughter never did crawl
With the wits of others—they ride on wings—
They ride on terrible wings."

"Now get you up, my pretty young wife,
How warm in bed soever we lie,
And make no sound, my stretching hound,
To warn the guard going by
That we whisper awake, my love and I,
For the last time in our life.
Now let me sink my face in your neck,
And let you hug me fast;
For of all the hugs you ever gave me
This is the last."
"Oh, Mirko, Mirko, my good man,
It seems but a week since we were wed,
With many a kiss and many a plan—
And must you so soon be dead?"

"Now get you up, my little girls three,
And up, my little son!
And get you dressed in your black best,
As if you mourned someone!"
Then up there got his little children,
And these were four in all;
The three that were girls had golden curls,
But the boy no curls at all;
For he was a man, though small.
Then up and wailed the boy's mother,
And beat her fists at her head:
"What a fool you were to have cut off his hair!—
In spite of all that I said!
He well might pass for a limber lass,
Had he still his curls on his head!
But now I doubt they'll fetch him out
For a fine young man, with that shorn head—
Alas! My son is dead!"

"My father, my father, I feel in the dark
Your shoulder so strong and dear;
And hard it is to keep in my head
That tomorrow you'll not be here—
That tomorrow you'll be all dead,"
"Byeta, my daughter, we all must die
And lie in the cold, black ground;
Out of this life so pretty and gay
We all must go, and no other way
Than by death has ever been found.
Sad shall I be to walk in the sun
And walk in the sun no more—
But there's worse things than dying—
There's worse things than dying—
Though death be a trial sore.
Now hold to your honor, my children all,
For the sake of your mother and me;
And hang to your courage, my children all,
For the sake of your poor country—
And you'll see it again rise free!
Care much for Freedom, and little for gold

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juice add a little salt,
pepper, a teaspoonful of
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Mix—serve cold.
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Worcestershire gives!
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—tonight—with a
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- ★ ORDER V-8 AT BETTER EATING PLACES.
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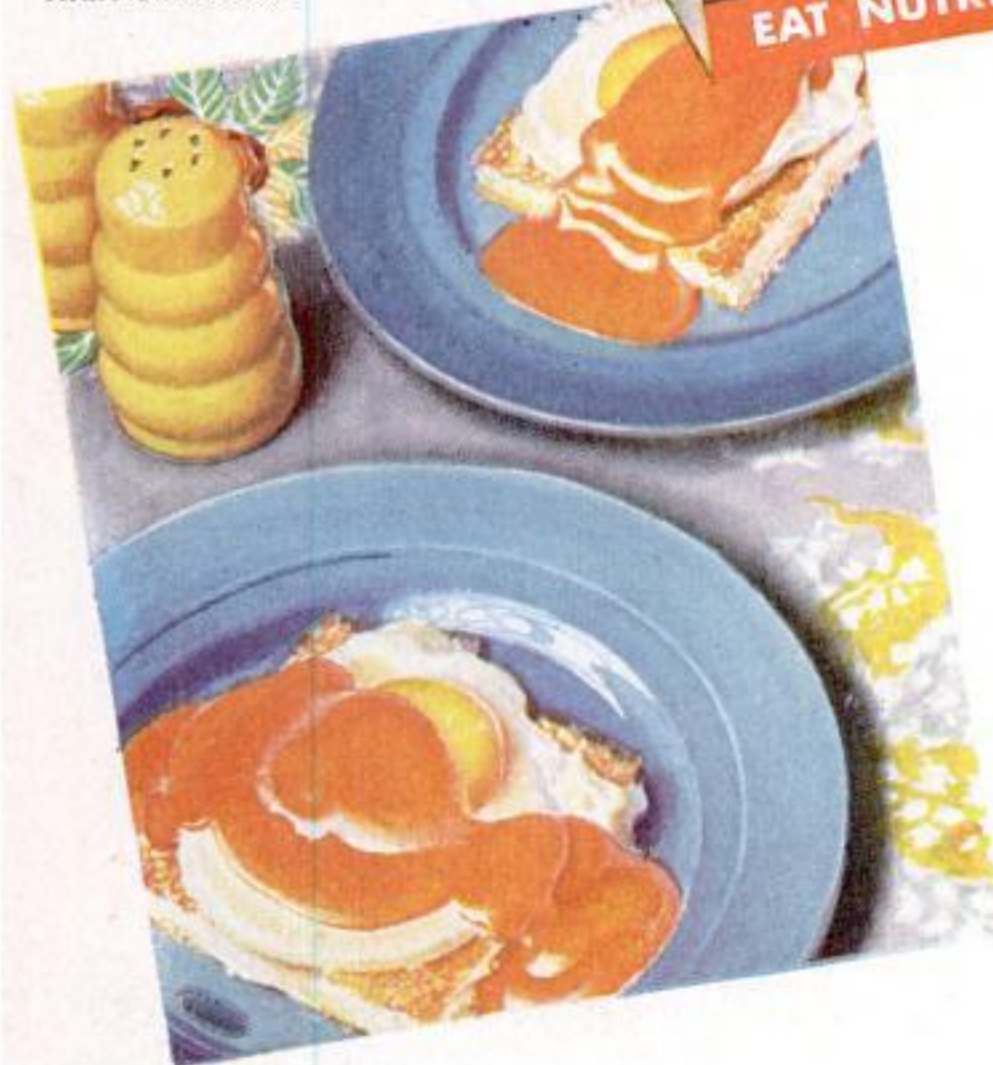
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"Hank's tough on shirts
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"One of the boys at Hank's Texaco station went off to the Army last month. And now the other one's joined up. That leaves Hank mighty short-handed. But Hank says if he has to work overtime to switch a man's tires around... or clean out an air-filter that's wasting gas... or change somebody's motor oil... why, that's just part of a Texaco man's war job. So I guess it's worth dirtying up a few shirts to help folks keep their cars running till the war's won."

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"THERE'S NOBODY HERE BUT ME," SHE SAID... BUT THE BABY WAILED...

And such-like needery.
There's more to be said, but no time, and no use...
And I want to look at the moon through the spruce."

They marched them out to the public square,
Two hundred men in a row;
And every step of the distance there,
Each stone in the road, each man did know,
And every alley and doorway where
As a carefree boy, not long ago,
With boys of his age he would hide and run
And shout, in the days when everyone
Was safe, and free, and school was out...
Not very long ago...
And he felt on his face the soft June air,
And thought, "This cannot be so!"

The friendly houses, the little inn
Where times without number he had been
Of an evening, and talked with his neighbors there
Of planting and politics (not a chair
At any table he had not sat in)
And welcomed the newcomer coming in
With nod of greeting, or "Look who's here!"—
Spoken friendly across the rim
Of a mug of Pilsen beer.

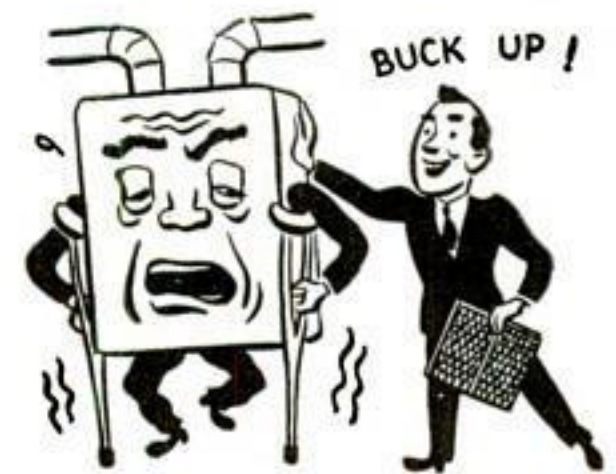
And the men he had greeted with loving shout,
And talked about football with, and about
The crops, and how to keep Hitler out...
Were lined up with him here.
And one man thought of the sunny row
In his garden, where he had left his hoe;
And one man thought of the walnut trees
He had climbed, and the day he broke his arm...
But it had not hurt, as his mind hurt now...
How happy his boyhood, how free from harm!

And one, who was dying, opened his eyes,
For he smelled smoke, and stared at the skies
Cloudy and lurid with smoke and flame;
From every building it billowed; it came
From every roof, and out it burst
At every window—none was the first;
From every window about him burst
The terrible shape of flame,
And clawed at the sky, and leapt to the ground,
And ran through the village with a crackling sound
And a sudden roar where a roof fell in;
And he thought of his mother, left alone
In the house, not able to rise from her chair;
And he got to his elbows, and tried to crawl
To his home, across the blood in the square,
But at every step did slip and fall,
For the slippery blood was everywhere.
Oh, many a faithful dog that day

continued on next page

HELP YOUR FURNACE DO ITS BEST

(how to use less fuel
...have cleaner heat, too)



1 Your forced warm-air furnace has air filters to remove dirt and dust. In doing this, these filters clog up. This prevents enough warm air from circulating through your home. House gets cold. Furnace overworks, uses more fuel. Can you stop this waste?



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Save fuel... help war production
and transportation

THE MURDER OF LIDICE *continued*

Stood by his master's body at bay,
And tugged at the sleeve of an arm outflung;
Or laid his paws on his master's breast,
With panting jaws and whimpering cries,
Gazing into his glazing eyes
And licking his face with loving tongue;
Nor would from his master's body depart,
Till they kicked in his ribs and crushed his heart.

The women and children out to the square
They marched, that there they could plainly see
How mighty a state is Germany!—
That can drag from his bed unawake, unaware,
Unarmed, a man, to be murdered, where
His wife and his children must watch and see!—
Then carted them off in truck and cart
Into Germany, into Germany—
The wives to be slaves of German men;
The children to start life over again,
In German schools, to German rules,
As butchers' apprentices;
And hail and salute the master-mind
Of Hitler, Butcher of Human-kind!

They knocked on the door where a young wife bore
Her first, her last man-child;
She heard them coming down Wilson Street,
She heard from the square the machine-gun shots
That told her her man was dead;
And she bit and tied in a slippery knot
The cord of the fine man-child he'd got,
And slung him under the bed.
She rose on trembling arms to greet
The men who entered from Wilson Street;
"There's nobody here but me," she said;
And her eyes were bright and hot in her head.
"I'm far too sick of the fever," she said,
"Into Germany, into Germany,
For to be marched or led!"
But the baby wailed from under the bed—
And they by the heels with a harsh shout
Did drag him out . . . but the baby bled—
So against the wall they banged his head,
While the mother clawed at their clothes and screamed,
And screamed, and screamed till they shot her dead.

They knocked on the door where the village priest
Knelt by a bed to pray;
Three-score and ten his years were then,
And his hair was as white as whey;
And he gave of the Blessed Sacrament
To a man who a-dying lay.
They dragged him up from his bended knees;
From his clasped hands the beads they tore,
And the hallowed book and the crucifix,
And stamped them into the floor;
Then hustled him out through the door.
And the dying man was not yet dead,
When the flames climbed over the foot of the bed.

Karel, son of the smith Horak,
Lay in an orchard, flat on his back,
A cherry orchard—and thought how white
The blossoms looked in the faint moonlight;
And thought, "How lovely the world, how fair,
Acre by acre, everywhere!"
He fell dead on the steps of the house
Of a girl named Byeta . . . and her white blouse
Was black with his blood when the German came:
"This is the woman; Byeta, the name;
Beautiful, proud,—and mine to tame!
Come, now,—a kiss, my beautiful maid!"
But she stuck her throat with a scissors-blade—
And the German dropped her and swore;

bosom
a trifle
large?

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Issued by The
HARRIS TWEED ASSOCIATION, Ltd.
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"Which hand do you take?"



"Which hand?" Listen, little Miss Mischief, don't you know there's a war on? People can't go around choosing without seeing—not *these* days. They have to *know* what they're getting!

That's why you and Mommy look for the Pacific Factag when you shop. It's an informative label that comes on clothes made of Pacific fabrics—clothes for the whole family. There's a Factag slip on Pacific yard goods, too—and a Facbook on Pacific Sheets.

These informative labels tell Mommy facts about the fabric, based on Government stand-

ards. She knows just how bright the colors will stay, in washing and in wearing. She knows just what the fabric is made of, and most important of all, she knows just how to care for it so that the clothes will keep looking bright, and last for a long time.

This is very important, for when you conserve materials needed to win the war you help to bring Daddy home all the quicker!

Which hand do we take? The one with the Pacific Factag in it! That's the only safe way to choose these days.

For MEN, WOMEN and CHILDREN
Cotton or rayon garments
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House dresses Play suits Uniforms Sun suits
Nightgowns Negligees Slips House coats Pajamas
Men's shirts, shorts and pajamas

Also look for the Factag slip on Pacific yard goods,
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THE MURDER OF LIDICE *continued*

For the clean red blood that forth did pour
And jet from a girl's death-hurt
Had soiled a German shirt—
A Nazi officer's shirt!—
And the last she heard was a filthy word . . .
Then came quiet, and nothing more.

The whole world holds in its arms today
The murdered village of Lidice,
Like the murdered body of a little child,
Tortured and mangled, stained and defiled;
And cries of vengeance frightful to hear
From the throat of a whole world, reach his ear—
The maniac killer who still runs wild—
Where he sits, with his long and cruel thumbs,
Eating pastries, molding the crumbs
Into bullets (for the day is always near
For another threat, another fear,
Another killing of the gentle and mild).

Careless America, crooning a tune:
Catch him! Catch him and stop him soon!
Never let him come here!
Think a moment: are *we* immune?
Oh, my country, so foolish and dear,
Careless America, crooning a tune,
Please think!—are *we* immune?
Catch him! Catch him and stop him soon!
Never let him come here!
Ask yourself, honestly: what have we done?—
Who, after all, are we?—
That we should sit at peace in the sun,
The only country, the only one
Unmolested and free?
Catch him! Catch him! Do not wait!
Or will you wait, and share the fate
Of the village of Lidice?
Or will you wait, and let him destroy
The village of Lidice, Illinois?
Oh, catch him! Catch him, and stop him soon!
Never let him come here!



EDNA ST. VINCENT MILLAY LIVES ON HER FARM IN AUSTERLITZ, N. Y.

IT'S **SMOOTHER—**
IT'S **CREAMIER—**

MAKES
THRIFTY

WARTIME
MEALS
TASTE
DELICIOUS!

MILLIONS
PREFER IT!
LARGEST SELLING
PREPARED MUSTARD
IN U.S.A.



"Genuine Orange Blossom"
ENGAGEMENT & WEDDING RINGS
THE RIGHT RINGS FOR THE LEFT HAND
Write for free, illustrated folder
TRAUB MANUFACTURING COMPANY
1934 McGRAW DETROIT MICHIGAN
Buy U. S. War Bonds



OTIS
Healthweight
UNDERWEAR
Just Enough
Extra Warmth
Without Bulk
Mid-thigh and ankle length

OTIS UNDERWEAR
57 Worth St., New York



The most talked-of carpet in America
... brings you *Beauty that Endures*



These days homes need the warmth and uplift of such beauty! Choose wisely—choose a Raleigh from the famous Wilton looms of Mohawk. Raleigh is utterly unlike other carpets. Its soft colors are *lustrous* as a moonstone. Its deep pile is carved like an heirloom cameo. And Raleigh's beauty is *beauty that endures*. With things as they are, Mohawk cannot promise to maintain the assortment of Raleigh Lustre Carved Wiltons dealers are now showing. The sure way to be sure of your Raleigh is to buy it *now*! Your Mohawk dealer can show you many other Mohawk styles and fabrics, too—priced at what you plan to pay. Mohawk Carpet Mills, Inc., Amsterdam, N.Y.

Raleigh LUSTRE-CARVED WILTON

MOHAWK
RUGS and CARPETS
in Foundation Colors

BEACH
TAN

GREEN

MAUVE



GEORGIAN BLUE



BLONDE BEIGE

Because so many of the facilities for the manufacture of rugs and carpets have been converted to the production of essential war materials, Raleigh and other grades may be had in limited quantities only.



LUSCIOUS SKIN may soon be YOURS through this proven beauty method!

**This glowing promise to you of lovelier skin
has been fulfilled to thousands of women.**

TO RATE these days, a girl's complexion must be a honey! Your skin must be prepared to take the punishment of long hard hours of war-time work. Yet, at a moment's notice, it must be fresh, alluring, kissable . . . and ready to delight your fighting man, your "one-and-only-warrior"!

A skin like that just doesn't *happen*...it needs care. Skin specialists advise for true complexion care...daily cleansing with a mild gentle soap.

Try Palmolive's gentle beauty-method

Palmolive was created by scientists for beauty cleansing...*and for that purpose alone!* A recent nation-wide survey among women shows that

Palmolive is valued for its "effect-on-skin" above all else...trusted especially for facial use.

Don't wait another day! Get Palmolive *now* and start your beauty cleansing, tonight! With skin-warm water whip up a rich blanket of Palmolive's silk-'n'-cream lather. Gently work this lather over throat and face with upward probing fingertips. Then, a quick chill-water rinse. Now, see how smooth, soft and relaxed your skin feels! See the fresh, lovely glow that tints your cheeks!

Use Palmolive daily for your beauty care... and, if there isn't a new light in the eyes of your Date...we miss our bet!

NOW MORE THAN EVER...KEEP THAT SCHOOLGIRL COMPLEXION

WHY PALMOLIVE IS THE COMPLEXION SOAP YOU SHOULD USE

*A recent nation-wide survey among
4000 women reveals these facts:—*

- 1.** "Effect on skin" is rated by women as the most important consideration in choosing a soap.
- 2.** "Effect on skin" is the reason most oftengiven by women for preferring gentle PALMOLIVE.
- 3.** More of them prefer GENTLE PALMOLIVE for cleansing the face than any other soap.



FRENCH CANADA



A BIG STONE CATHOLIC CHURCH DOMINATES THE FRAME VILLAGE OF SAINT-FIDÈLE IN RURAL QUEBEC, THE HOUSE AT THE LEFT IS THE TOWN HALL. THERE IS NO RAILROAD

THE WAR MAKES TROUBLE FOR CATHOLIC QUEBEC

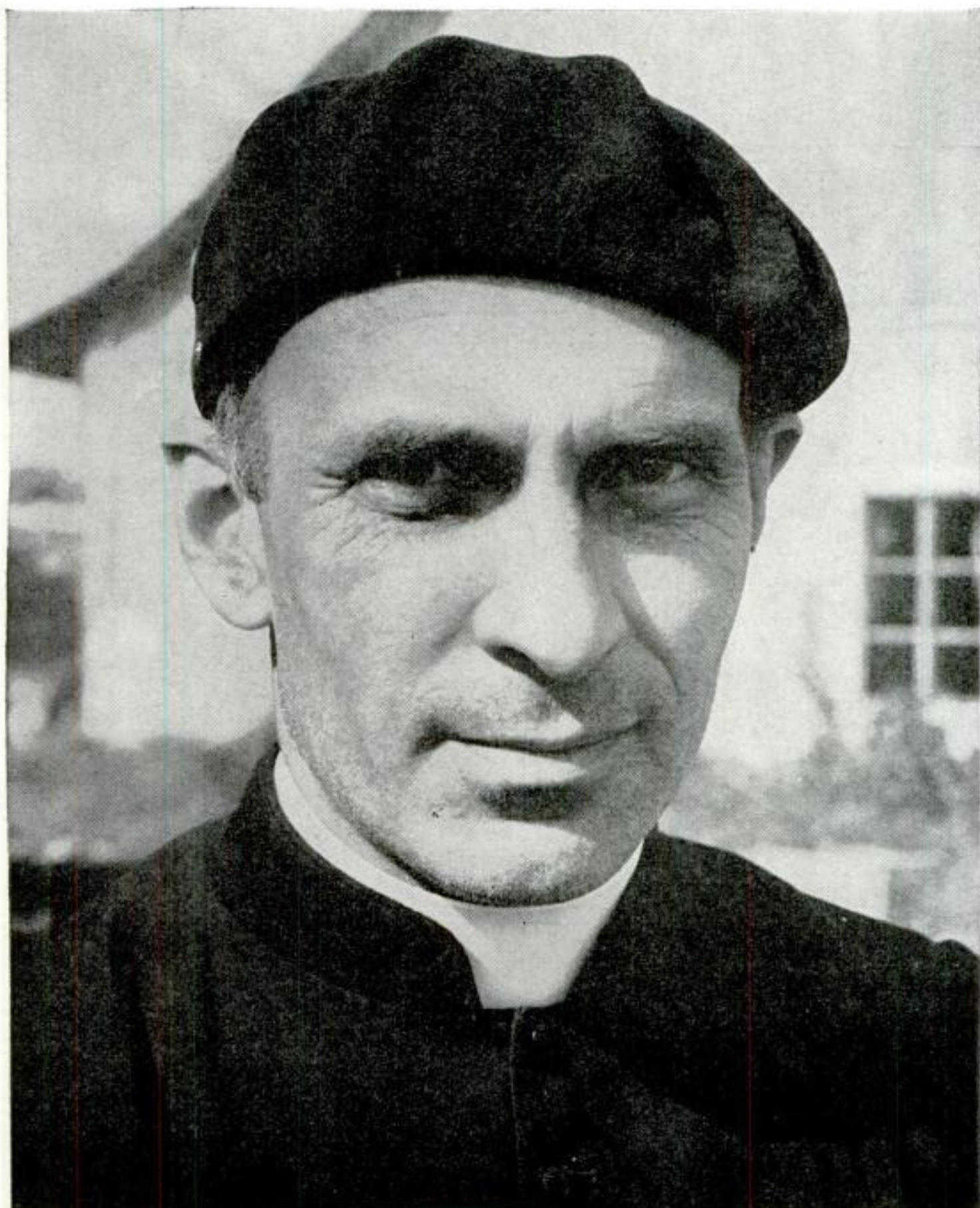
In the heart of North America, Protestant and English-speaking, flourishes a single province with 3,000,000 Catholic Frenchmen. That is Quebec. It is more foreign to Americans than is France, for it is essentially foreign also to the 20th Century. Philosophically and religiously it stems from the Catholicism of the 16th Century. It despised the France of the French Revolution and of the Third Republic. Now its youth admires the France of Pétain.

Quebec is a testament to the tolerance of Imperial Britain, which reformed after deporting the French Acadians of Nova Scotia in 1755 and watched 65,000 conquered Frenchmen in Quebec expand between 1763 and 1942 to a total of about 6,000,000, in all Canada and the Northern U. S. Today the British Crown is a very small part of the life of the province of Quebec. The test of British policy has come today in Quebec's contribution to a world war for all free men everywhere. In last April's plebiscite Quebec voted over 70% against conscription for overseas service.

The French Canadians are among the nicest people in the world, sweet-tempered and amiable, virtuous, frugal, industrious and honest, very sociable and hospitable. The church and the farm dominate most of their lives. Sitting at the gateway to Canada, it is the most unprogressive of the settled provinces. Its infant mortality rate has been consistently high and one town (Trois Rivières) has a rate higher than Bombay. Quebec City's diphtheria death rate has been the highest in the world.

Actually rural Quebec is run by the Catholic Church, which exacts a 4% tithe on all grain harvests. Non-payment of tithes brings seizure of property. The Church controls education in Quebec. Permission to attend a non-Catholic school may be given youths (never children) by the bishop. Girls may marry at 14 but may not go to the movies until they are 16.

This gentle and pious world, bordering the U. S., is examined in the village of Saint-Fidèle on the St. Lawrence River, on the following pages, by LIFE Photographer John Phillips. All photographs of Saint-Fidèle were taken with the help of the village curé, L'Abbé Thomas Louis Imbeault (*left*).



Village curé of Saint-Fidèle is Thomas Louis Imbeault. He may be consulted on whether to marry, whether to go to a doctor, how to vote, how to answer a summons to conscription.



Town meeting opens with prayer. Behind table are the backs of Mayor Napoleon Bois and Farmer Edouard Dassylva. The town crier is mustached man at left rear. Most prominent is the war-bond poster with the face of Canada's General Andrew McNaughton, and the Sacred Heart of Jesus, statue at top.



Road cross (above) is center for evening prayer of the good folk of Saint-Fidèle as church bells ring all through Quebec. Arms folded, the young and old pray in unison. These crosses dot rural Quebec. Below: all kneel when the village curé carrying the Host (viaticum) calls at a home where there is a sick child.

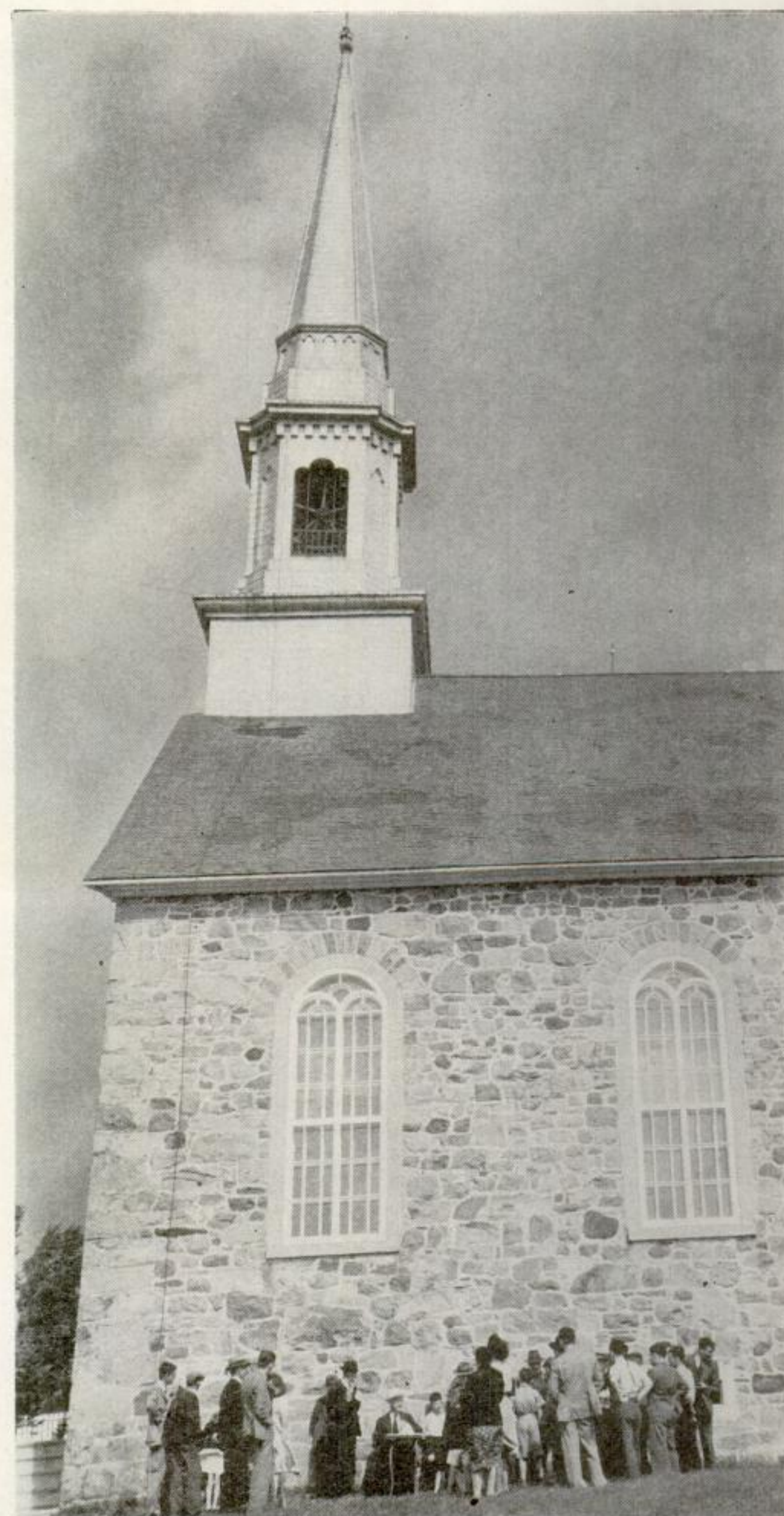


PEASANTS OF QUEBEC LIVE BY THE CHURCH

God is always very close to the little people of Saint-Fidèle and the Church is even closer. As shown at left, devotion is a function woven deeply into everyday existence. It affects every part of village life, in both a spiritual and a temporal sense, far more than it does life in Quebec's cities. It is exceedingly uncomfortable for anyone in Saint-Fidèle who would defy the village curé.

Under the last premier, a man's house could be padlocked on the mere notification to the attorney general that he was suspected of having "radical" thoughts. If he broke in to get out his belongings, he could be sentenced to several years in jail. This "Padlock Law" is still on the books but under Premier Godbout is no longer enforced.

The people of Saint-Fidèle are not "radical." The educated read Corneille and Racine. They feel that it is their sacred duty to combat "Communism or Bolshevism," which may include almost anything from State allowances for mothers to American atheism. This makes them more than a little troubled by a world war being fought by Russian Bolsheviks, Chinese Buddhists and English-speaking Protestants against, among other places, Rome, the home of the Church.



Land auction is held beside the church. Even if the Church does not own the land being sold, it supervises the sale of the property, protecting its right to collect tithes.



Everybody helps when a man builds a house in Saint-Fidèle. The town crier called for volunteers on his regular

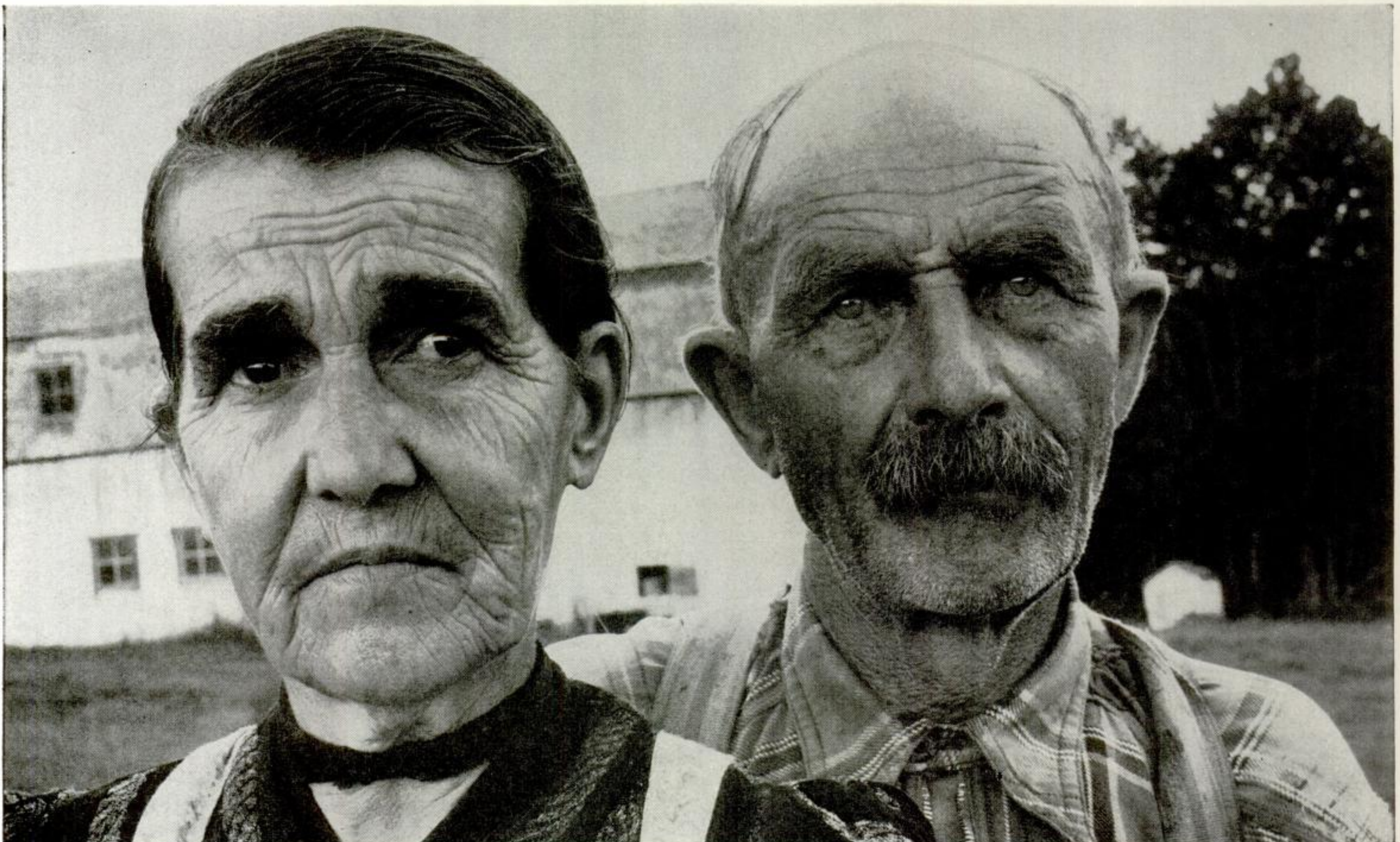
Sunday broadcast of news beside the church, which constitutes the main source of Saint-Fidèle's local news. Now the

men of the village raise the house in jig-time. This is called corvée duty. Uncooperative little girl is playing paddle ball.



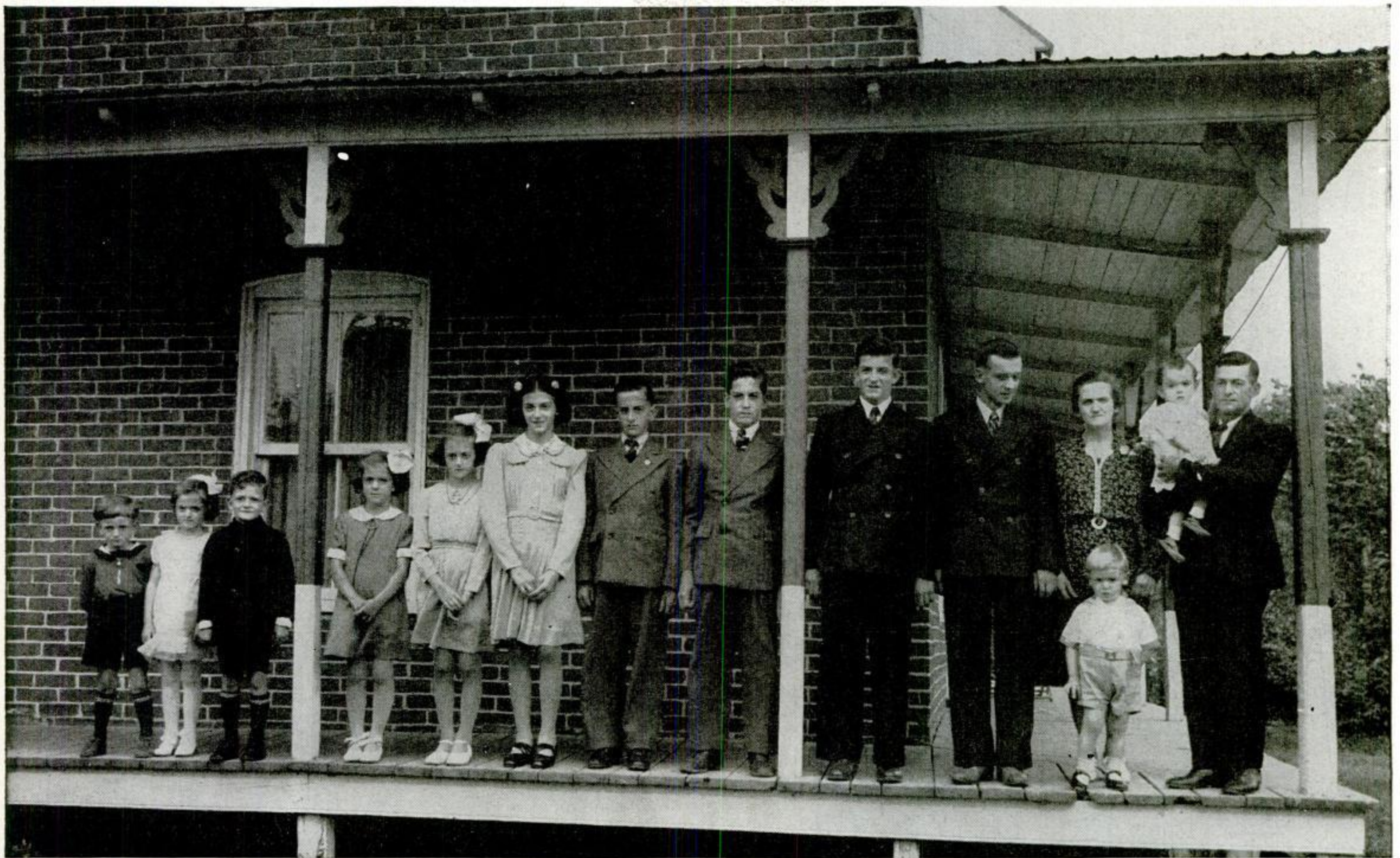
The young pray on entering and leaving class. This Saint-Fidèle school has one classroom, teaching 30 children from 5 to 15, who start home in a marching column. The curé is the school

inspector. Quebec is the only province where education is not compulsory. Very little science or mathematics is taught. Quebec is long on lawyers, doctors and notaries, short on engineers.



The old, including M. and Mme. Henri Bergeron of Saint-Fidèle, have a true old-fashioned culture. They are thrifty but not stingy, carefree but conscientious, full of laughter and piety.

They are, however, dead set against most of the manifestations of the 20th Century. To themselves they are the only true "*Canadiens*." The English-speaking Canadians are "*Les Anglais*."



Average family in Saint-Fidèle is Joseph Tremblay Joachim's brood of twelve surviving children. They hope oldest boy will be curé. Many families are bigger. Quebec's big-family tradition was animated by Louis XIV's subsidies to big families. French Canadians look forward to a day when, at present rate of increase, all Canada will be French Canadian and Catholic.

dition was animated by Louis XIV's subsidies to big families. French Canadians look forward to a day when, at present rate of increase, all Canada will be French Canadian and Catholic.

BIG FAMILIES HOPE TO POPULATE ALL CANADA

The gigantic families of Quebec have given an estimated 150,000 of their men so far to this war for service at home and abroad. The village of Saint-Fidèle has probably given fewer than most. The non-Catholic Canadians are being realistic about Quebec, and last week a French Canadian, Major General LaFleche, was put in charge of getting soldiers for all Canada.

Nationalist Quebec's objections to "fighting Great Britain's wars" go back to the Boer War and the first World War. But whenever Britain was fighting the U. S., French Canada fought the U. S. too, often with great gallantry, usually in exchange for more concessions made to the Church in Quebec. Thus came the Quebec Act of 1774, in which the Church established

its ascendancy and old French civil law in Quebec.

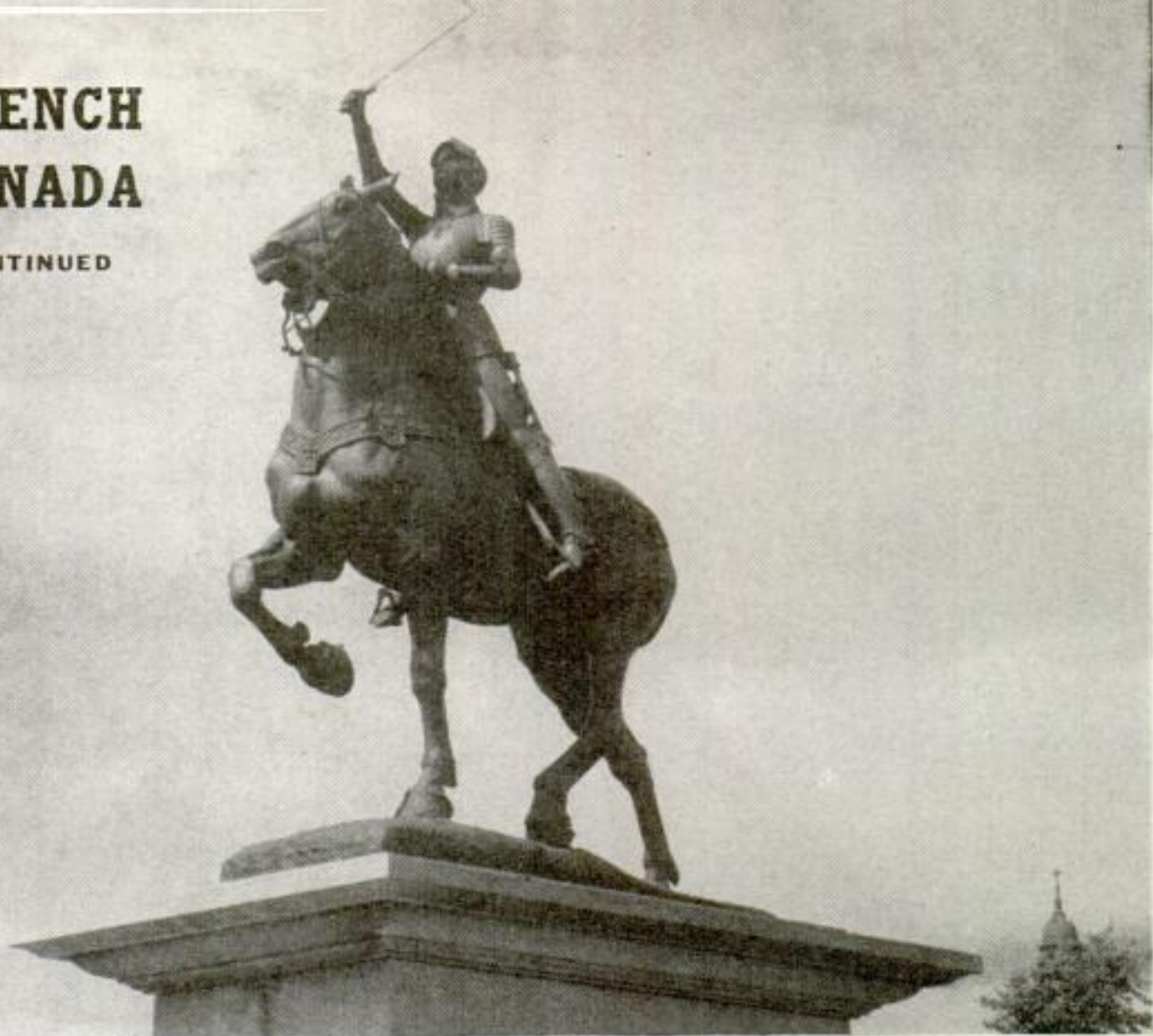
The French Canadians really expect some day to be the vast majority in Canada. Canada today is 45% Catholic, 37% French. The Church forbids birth control and out of Quebec's 3,500,000, it has an impressive total of 3,000,000 regular Church members. The flock is kept firmly French, Catholic, compact and productive.



An airman, Marcel Dassylva, comes home on furlough. Of Saint-Fidèle's 1,100 people, only two have enlisted, three have been conscripted for service inside Canada, for a total of 0.4%.



Mixed dancing is frowned on by the Saint-Fidèle curé, but this solo jigging is considered all right, under the eye of Pope Pius X (upper right). Portraits of Popes are Quebec favorites.



Joan of Arc, who fought the English for God, is this statue, raised by anonymous donors in memory of French heroes who fought the English in Quebec in 1759 and 1760.



Louis XIV, the French King who colonized Canada with Normans and founded Louisiana, is still a great man in Quebec. French Canadians like to remember France when it was Europe's No. 1 power.

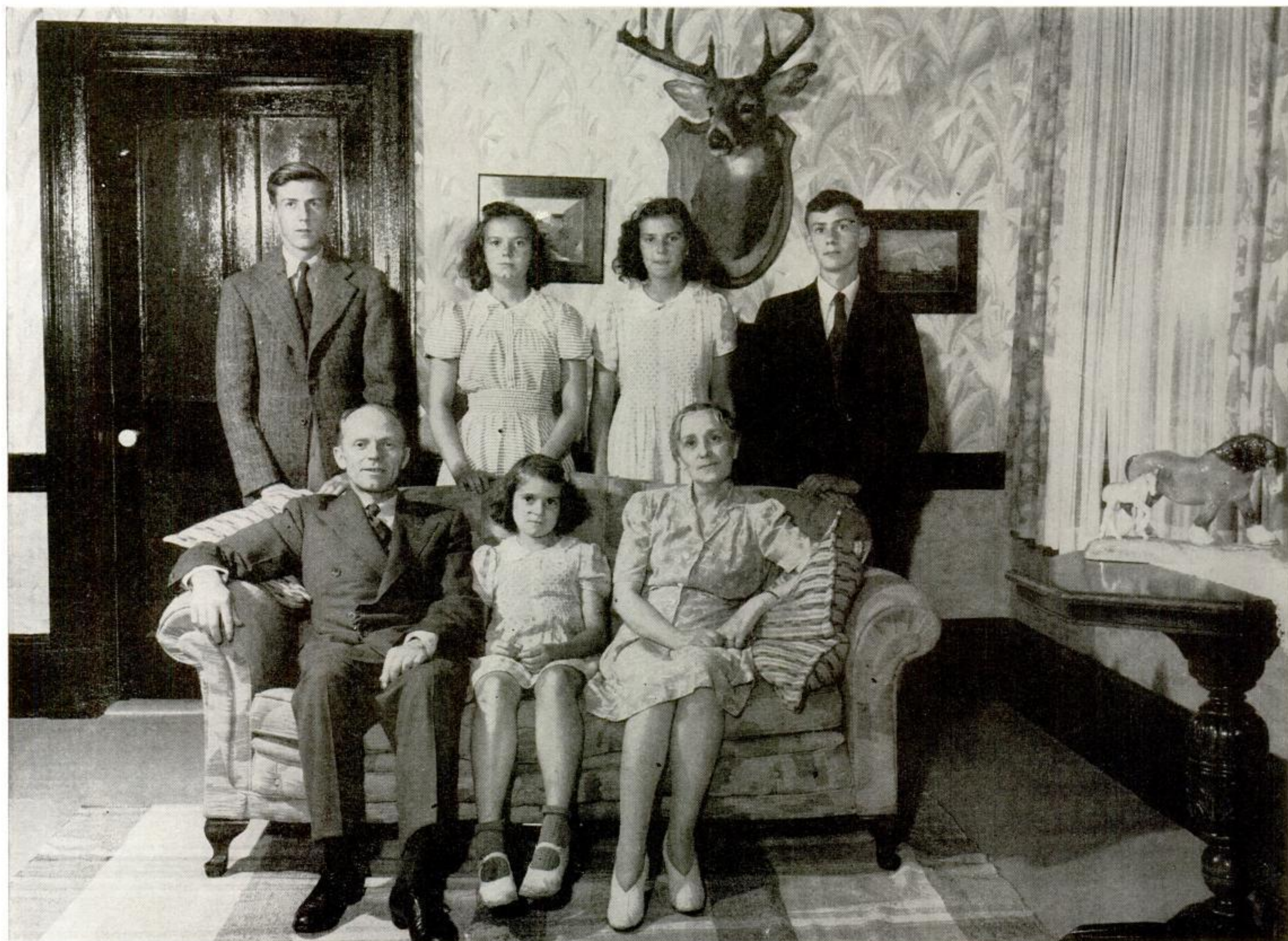
THE PREMIER FIGHTS HITLER AND THE PAST

What has held Catholic Quebec together is the Church's lasting fear of English-speaking Canadians and rambunctious Americans. Other Frenchmen have been absorbed by Britain and the U. S., but not the *Canadiens*. The ancestors of these Normans fought the English from 1066 to 1763, usually with success.

A voice of commonsense is raised by Premier Adélard Godbout (*below*), a man truly *Canadien* in his farm and church origins. He believes Canada has its own stake in World War II and urges full cooperation. He is for the reform of the Church's educational

system. The strongest of his proposals is that more English be taught in Quebec schools. Chief point of his reforms is to help French Canadians to qualify for jobs in modern English-speaking civilization. But above all, he is remorselessly against Hitler, "whose villainy is beyond the power of words to describe."

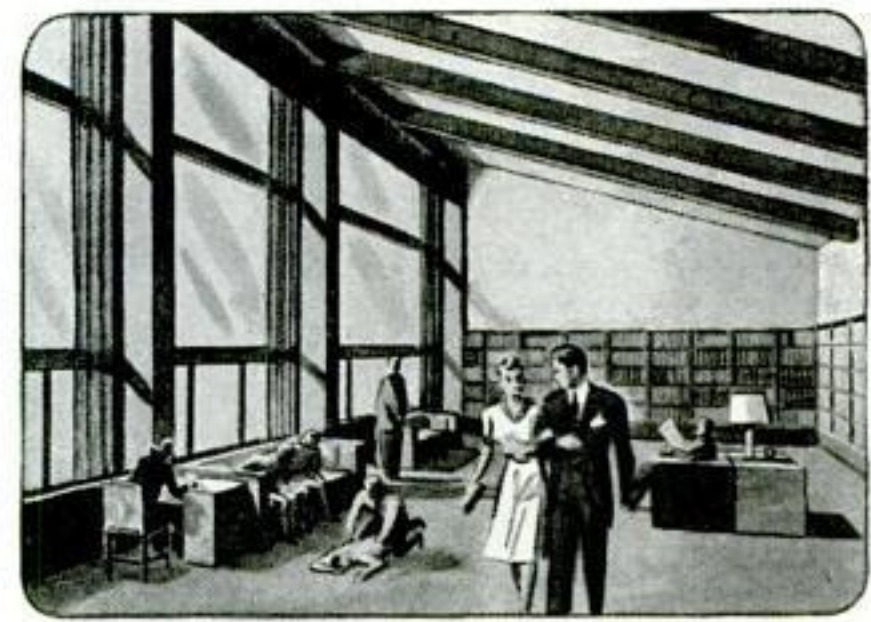
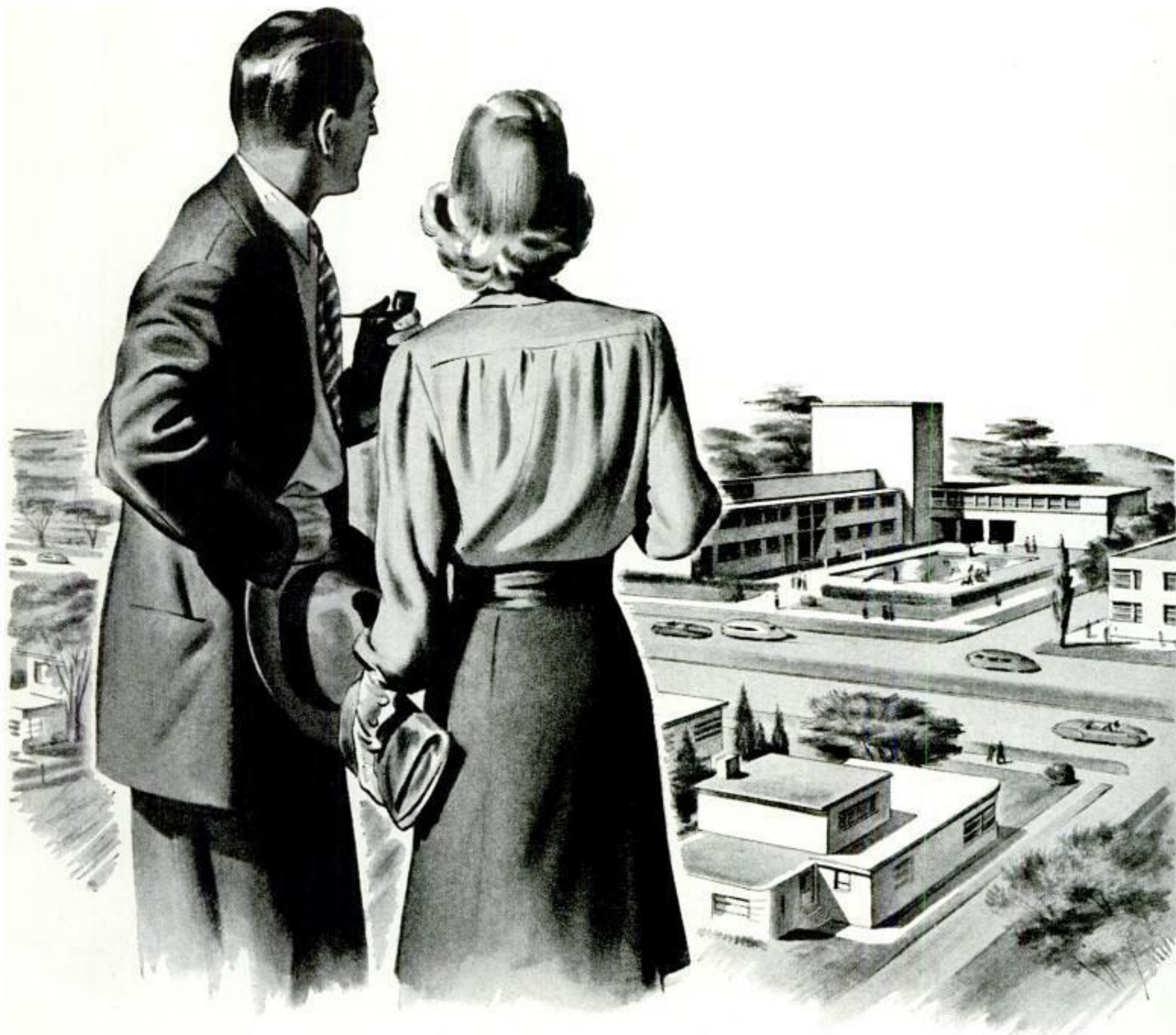
Liberal Godbout's frame of mind is probably close to the true sentiments of most French Canadians who in a Gallup Poll last August voted Canada's Liberal Prime Minister Mackenzie King the greatest living Canadian by vote of 50% against 4% for the Cardinal.



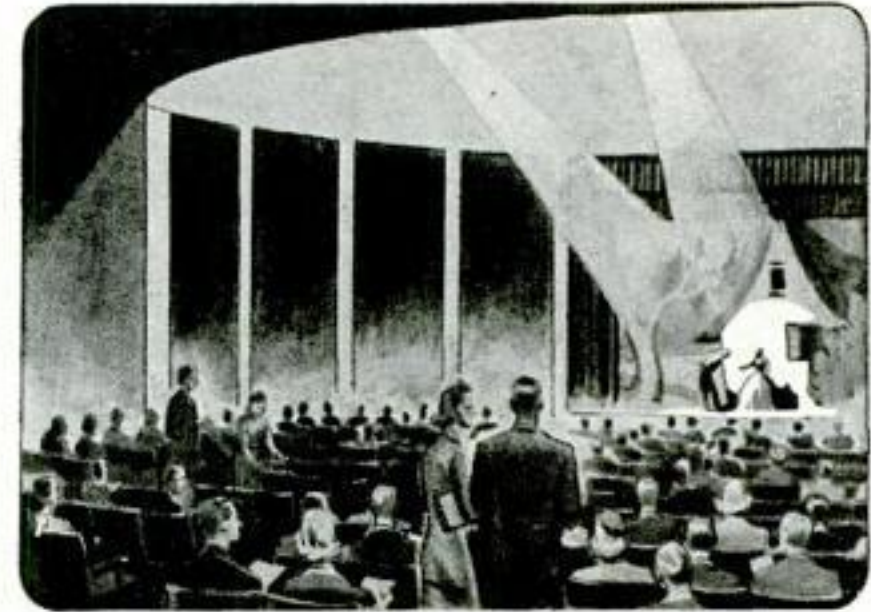
Premier Adélard Godbout, at home at Frelighsburg with family, northern white-tailed deer and statue of his favorite horse (*right*), is a farm expert, champions the farmers, home-

crafts, vegetable gardens, farmers' cooperatives. He put over woman suffrage in spite of Cardinal's opposition. Rare in Quebec, he went to a U. S. agricultural college in Amherst, Mass.

"After total war...total living"



You could read, relax, hold First Aid and other courses, in this comfortable meeting room.



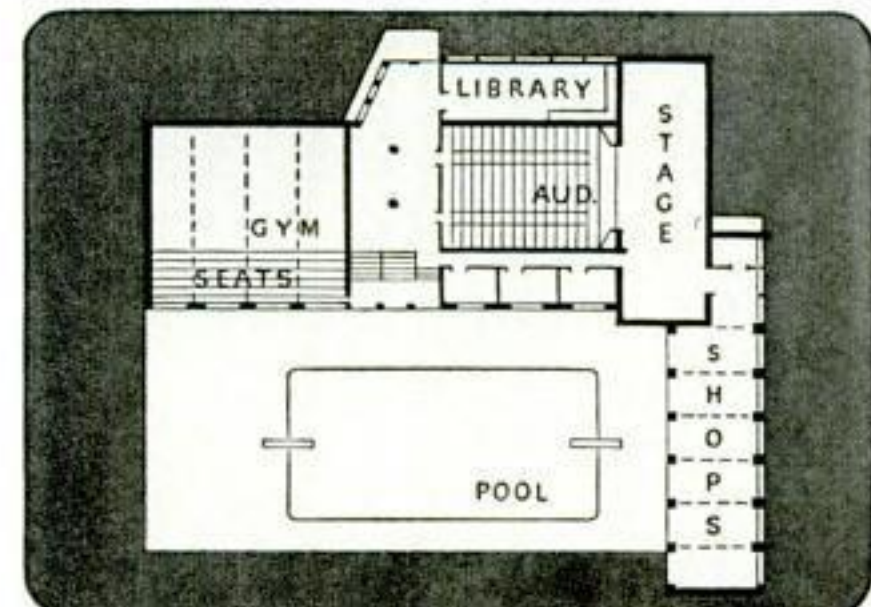
You and your neighbors could produce plays and concerts in this little theatre of your own.



You could have a hobby shop with work benches, power tools, potter's wheels and looms.

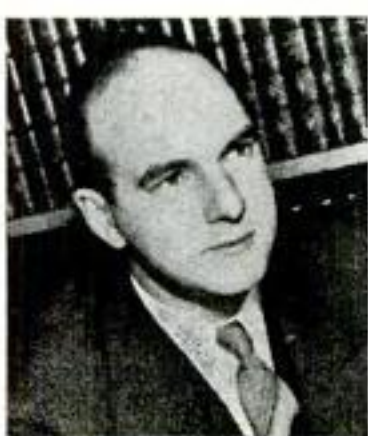


A neighborhood fun center for children in the daytime—a gymnasium for grownups at night.



Floor plan of the complete community building, showing how the rooms would be arranged, with the swimming pool outdoors.

"What a single family cannot possibly afford, a group of families can easily possess. After the war, we will make the discovery of what this can mean for happy living. Neighbors can have a swimming pool, a gymnasium, a little theatre, a hobby shop with power tools, in a community building within walking distance of tomorrow's home."



"By working together to win the war, groups of us are learning to be teammates and friends. By acting together afterwards, we can create a new community spirit through which we can secure buildings to house the recreations and hobbies we have in common, to make them more satisfying and more fun."

"In such a building, rust-proof metals and new plastics will make possible the admission of daylight wherever wanted, while beams of artificial light and heat may be focussed where they are needed—not scattered wastefully in the hope of reaching the right spot by accident. Already I am helping to plan several such neighborhood centers, and I know how well we are mastering new techniques and economies that can bring this kind of total living to communities everywhere."

LAWRENCE B. PERKINS
Perkins, Wheeler and Will, Architects
Chicago, Illinois

Almost daily, out of the tremendous effort we are making to win this war, come new reasons why our sacrifices are worth while. New inventions, new ideas that can be used for peace as well as war, new production techniques and materials—all of these can bring us new homes and better living in days to come.

In this rebirth of living, copper will play an even more important part than it does today. Not only will it protect tomorrow's homes and buildings against weather and termites, insure rust-free water, help reduce heating costs, but it will also help to make possible the new comforts and conveniences which American inventive genius is already planning for us all.

Today the copper industry is working all-out for Uncle Sam. There is no copper available for any purpose except winning the war. But in Revere's laboratories, research is steadily pressing forward in preparation for the better homes and better living that victory can bring.

Naturally, in this limited space, Mr. Perkins could only begin to tell you about his conception of a community house. So Revere has prepared an illustrated booklet giving more information. This, and former booklets describing the low-cost homes conceived by other leading architects, will gladly be sent to you free. Write us.



REVERE

COPPER AND BRASS INCORPORATED

Executive Offices: 230 Park Avenue, New York



THE CARDINAL OPPOSES HITLER AND CHANGE

Probably the most powerful man in Quebec is the Cardinal, benign Archbishop J. M. Rodrigue Villeneuve, O. M. I. Whereas the low clergy of Quebec oppose the war, Cardinal Villeneuve undertakes to support the war, thus placate the Ottawa Government. This naturally makes for confusion in Quebec. In his early days, he spoke of "the break-up of that great and ostentatious empire" [Britain], of "the covetousness of the neighboring Ogre" [the U.S.] and "the wild, ly-

ing, atheistic democracy which reigns today in almost all the countries of the world." But he has courageously faced the fact that Hitler is even worse and that the war must be fought by French Canadians far from Quebec. His moral position on individual freedom was expressed in 1938: "It is never permitted . . . to grant freedom of thought, writing or teaching, and the undifferentiated freedom of religions, as so many rights which Nature has given to Man."

CONTINUED ON PAGE 112

We
appreciate
your buying so many Million More!

Old Gold

SHOWN BY READER'S DIGEST TESTS

Lowest ***IN IRRITATING TARs***
Lowest ***AND RESINS***
Lowest ***IN NICOTINE***

The report of America's famous magazine of information, indicating a specific margin of superiority for Old Golds, apparently carries great weight with discriminating smokers who want lower nicotine content, less tarry irritants in their cigarettes.

Reader's Digest report of impartial tests of 7 leading brands of cigarettes, showed . . .

- ★ The smoke of Old Gold **LOWEST** in nicotine
- ★ The smoke of Old Gold **LOWEST** in tars and resins

Add to this evidence, the *extra* pleasure in today's new Old Gold! Something new has been added, for your smoking enjoyment . . . *natural* flavoring of a rare, new tobacco. Get a pack of new Old Golds today!

P. Lorillard Company—Established 1760



FROM COAST TO COAST THE SWING'S TO NEW OLD GOLD

QUEBEC CATHOLIC CHURCH ORGANIZES ITS YOUTH

Not even the clergy of Quebec can entirely keep out the swelling forces of the modern world, as more and more Quebec youths go to the cities and hear radio broadcasts, see U. S. movies, join labor unions and lose touch with their village curés. One Church solution is the set of youth organizations shown on this page, the J. A. C., J. E. C., J. I. C. and

J. O. C., covering farm, student, middle-class and labor youth. Justification for these are two Papal encyclicals, the *Rerum Novarum* in 1891 and the *Quadragesimo Anno* in 1931, sometimes read as sponsoring the corporative society. The youth organizations are built on the principle of "cells," four or five men in a cell, each of whom leads another cell. At top of this

structure is the Council of Bishops of Quebec. Cell leaders meet once a week with the curé for "study class." They pass on instruction to their groups and so on. Members are aged from 16 to 25. They have stopped wearing uniforms since war began. Slogans are: "Proud, pure, cheerful, triumphant," "Family, work, leisure." Their aim is "bloodless revolution."



Catholic Labor Youth organization has 50,000 members. This is national committee in Montreal, under portrait of Pope Pius XII. Like others, it has male and female branches.



Catholic Agricultural Youth organization has more than 5,000 members. This is the national committee. In insignia J stands for *Jeunesse* (Youth), A for *Agricole*, C for *Catholique*.



Catholic Student Youth national committee heads up 11,000 members. It has a publishing house, *Fides* (Faith), publishing pamphlets from *My Fiancé* to *Do you know—Hitler?*



Catholic Middle-Class Youth national committee has smallest organization (2,500). The portrait is of Pope Pius X. Quebec has many other church organizations for all purposes.



Action in the making

with men who wear
the Navy

WINGS OF GOLD

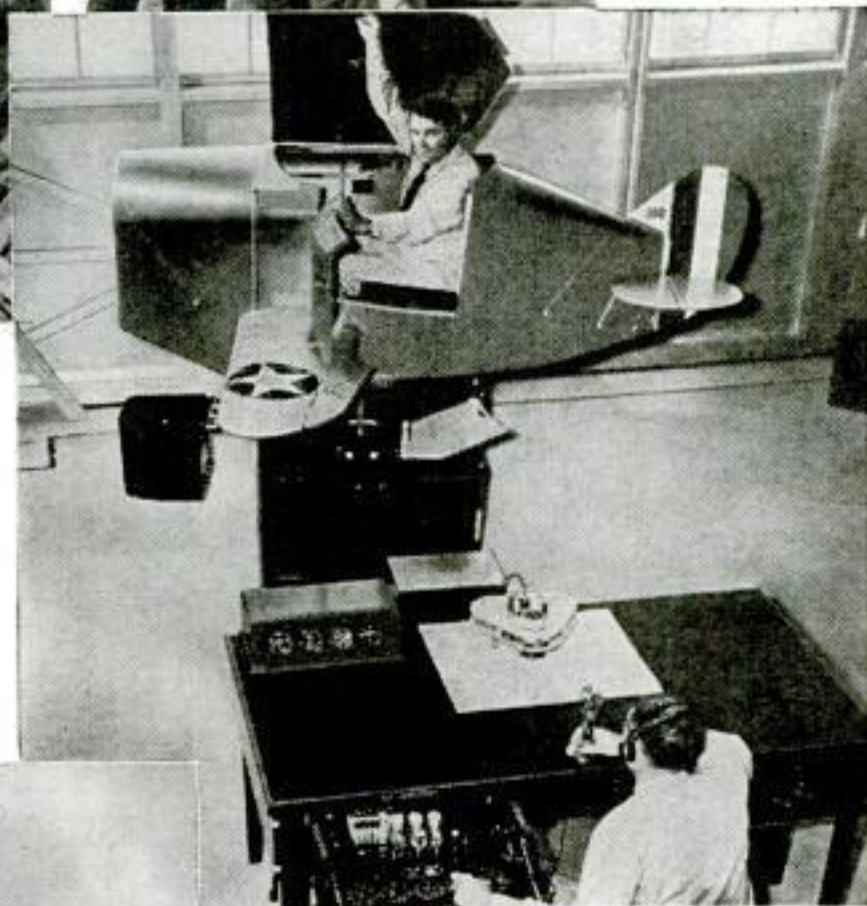


IN every corner of the world, today, men who wear the Navy Wings of Gold are proving, in action, the value of their *full year's* training in aviation—a technical education unequaled in any other service!

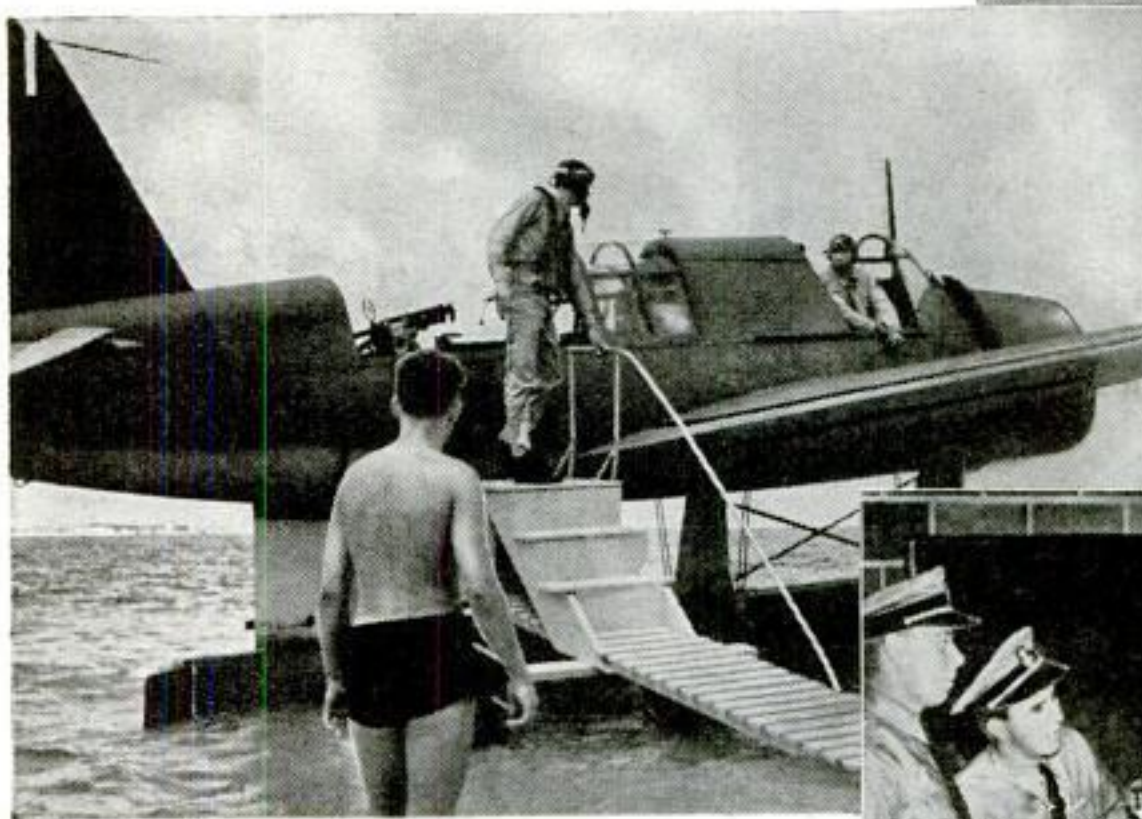
A Naval Aviator is more than a pilot. Before winning his Wings of Gold he becomes a skilled navigator, radio man, gunner and mechanic—a one-man air force!

Serve your country today—prepare for a successful future tomorrow! If you can meet the ten basic requirements listed below, you're eligible to apply for this prize service. Successful applicants receive a \$27,000 training—the world's finest! As a Naval Aviation Cadet you receive \$75 a month—when commissioned as an Ensign you draw from \$246 a month, up.

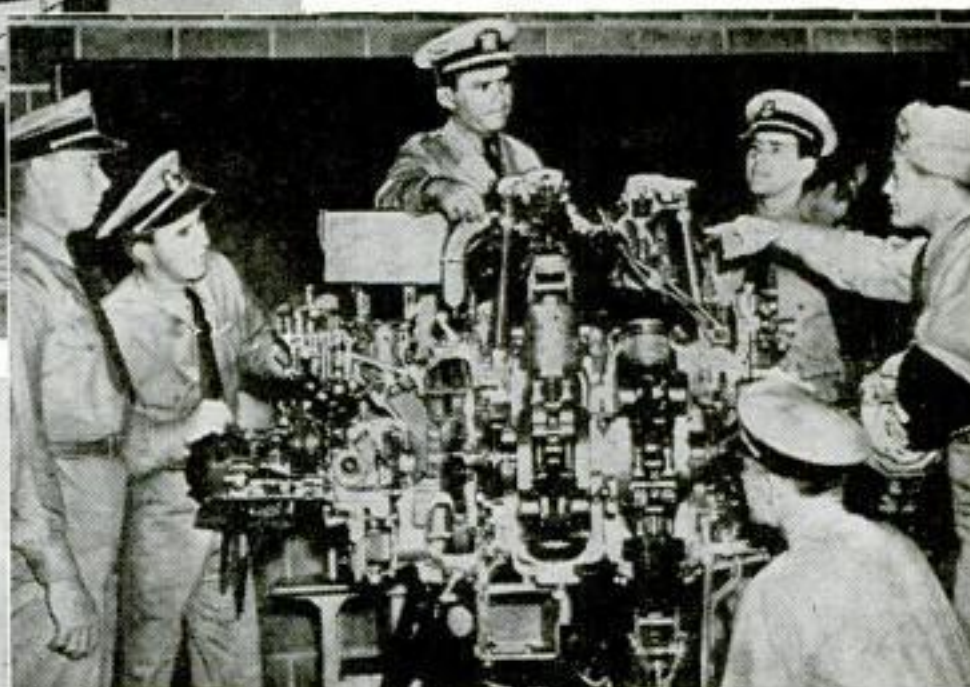
Visit your nearest Navy Recruiting Station or Naval Aviation Cadet Selection Board, or mail coupon today!



(above) Naval Aviation Cadet preparing for test "hop" in Link trainer. Naval Aviators must be skilled in blind flying by instruments.



(left) Naval Aviation includes training in varied types of planes, both seaplanes and land planes.



(above) Naval Aviation Cadets are trained to know their planes—inside and out... are prepared for future big-pay jobs in civil aviation.

(left) Marine Corps Aviators fly Marine Corps planes... wear the cherished Navy Wings of Gold.



Naval Aviation Cadets fly Naval Aircraft only after three-months' pre-flight training.

GIVE YOURSELF THIS TEST TODAY

American citizen ☐ YES ☐ NO
 Unmarried—18 to 26 inclusive ☐ YES ☐ NO
 High school education ☐ YES ☐ NO
 Good reputation ☐ YES ☐ NO
 Physically fit ☐ YES ☐ NO
 Mentally alert and observing ☐ YES ☐ NO
 Good eyes—20/20 vision ☐ YES ☐ NO
 Good teeth ☐ YES ☐ NO
 Height: between 64" and 76" ☐ YES ☐ NO
 Weight: between 124 and 200 lbs. ☐ YES ☐ NO

See if you can qualify as one of that picked group who wear the Navy **WINGS OF GOLD**

U. S. Navy Recruiting Bureau, Division V-5
 111 South Kensico Avenue, White Plains, N. Y.

Please send official booklet telling how I can obtain my training in Naval Aviation.

NAME
 ADDRESS
 CITY STATE (L-1)



Fly WITH THE FINEST...FITTEST...FIGHTINGEST—THE NAVY



STRANGEST SPHINX PICTURE WAS TAKEN IN 1889 WHEN WORLD-TOURING U. S. WHITE STOCKINGS AND ALL-AMERICAN BASEBALL TEAMS CLAMBERED ON STATUE'S ANCIENT NECK

THE SPHINX GOES TO WAR

Rocks and sandbags protect its neck against bombs

In the 50 centuries since it was carved from an outcropping of desert rock near the bank of the Nile, Egypt's Great Sphinx of Gizeh has been constantly assaulted by the desert sands. Again and again it has been dug out but the sands have persistently sifted back around it. First known Sphinx digger was an Egyptian prince who, according to legend, fell asleep beside the statue and dreamed that the sun god 1) asked him to dig the Sphinx out and 2) promised that he would

be king of Egypt. The prince became King Thutmose IV and dug the Sphinx out.

Men have always helped the Sphinx in its war against the sands. But now men themselves are at war and they have reversed their procedure. Instead of uncovering the statue, the Egyptians have partially covered it up, as shown on this week's cover. From its base they have built a pile of rock. On top of that they have put a pile of sandbags, neatly tucking them in around the statue's chin to protect the weak limestone neck and face against breakage if a bomb should go off nearby.

The old Sphinx has seen many men and their many wars. Warriors have come to gaze on the statue and measure their greatness against its majesty. Tourists have scrambled all over it. Once a curious group of American baseball players came with their uniforms and bats (*see above*). The Gizeh Sphinx, however, is not the one to which men came with their answers to its riddle. The Sphinx with the famous riddle was a Greek Sphinx, a female at Thebes. The Gizeh Sphinx is male, having neither breasts nor wings. It once had a beard but erosion has shaved it off.



CLOTH WINDOW SHADES

TAKE ON NEW IMPORTANCE IN WARTIME

Today in America's homes an important part of the war-winning job is being done. You're saving and conserving in every possible way. You're buying carefully and preventing waste.

And you're discovering how to get greater efficiency out of many things you own and use daily. But perhaps you haven't realized that even your cloth window shades can be of extra service to you in these times.

Here on this page The Window Shade Institute shows you how your cloth window shades can make a real contribution to the wartime program in your home.

Save up to 10% on fuel bills. Fuel of all kinds is needed to carry on the war. Uncle Sam urges you to save all you can and still provide adequate comfort for your family. Proper use of your cloth window shades will help greatly. 30% of all heat loss is through windows. By keeping your shades drawn to sills in all rooms at night, and in rooms not used during daytime, you can reduce this heat loss as much as 40% and save up to 10% on fuel bills. Scientific tests at the Armour Research Foundation prove this to be true.

THE WINDOW SHADE INSTITUTE SUPPLIES THESE HELPFUL SUGGESTIONS—



Reduce heat intake in summer Armour Research Foundation tests show that cloth window shades, completely drawn, reduce heat intake as much as 49%—keep your rooms 10 to 20 degrees cooler in summer. Draw your shades during sunlight hours especially in rooms exposed to direct rays.



Help night workers sleep A dark room contributes to sound, restful sleep—an important necessity for war workers. For night-shift workers who must sleep in the daytime or for children, completely light-proof cloth window shades help their rest—conserve their energy.



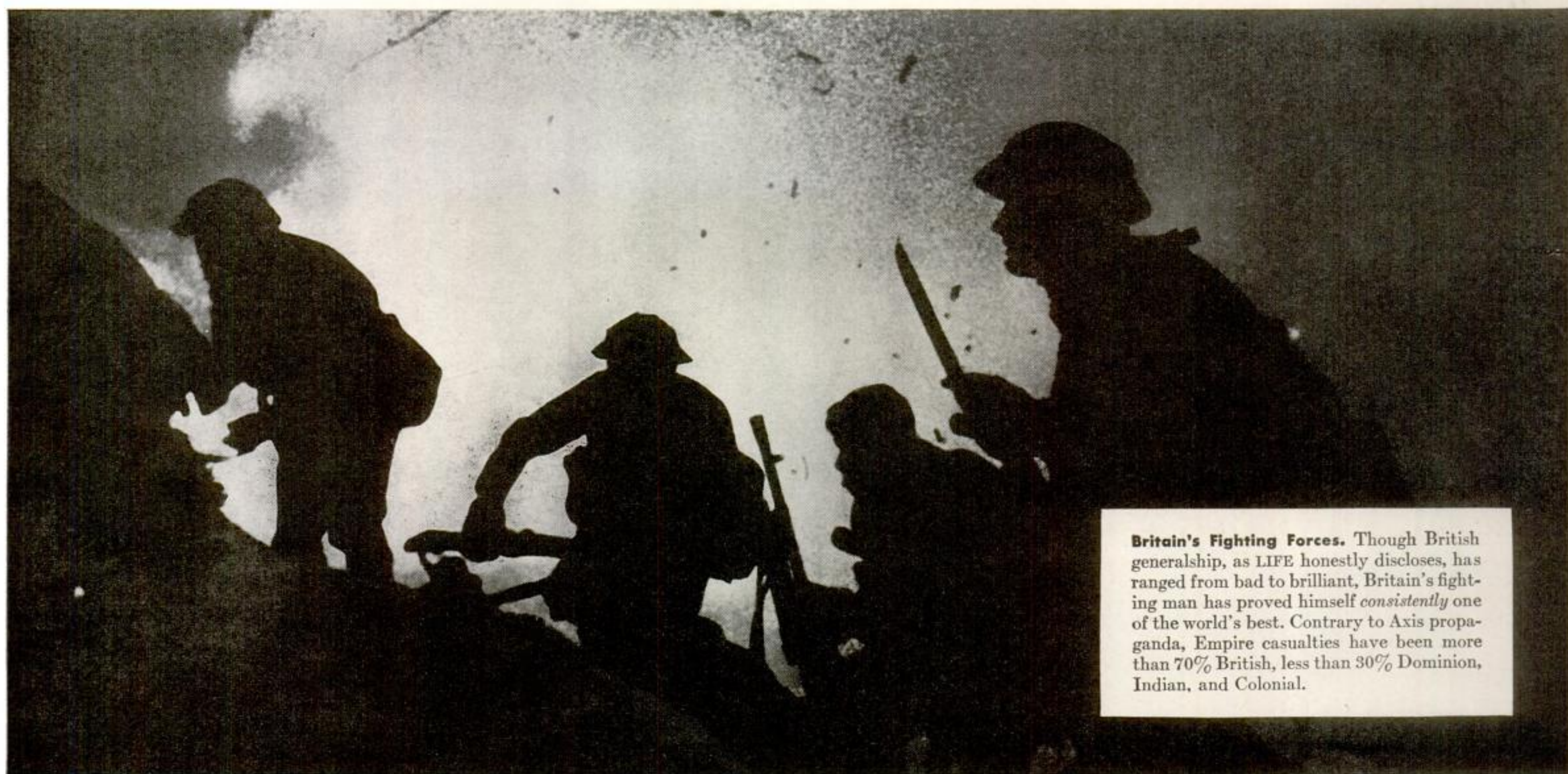
Provide effective "blackout" Where blackout precautions are recommended, cloth window shades will serve effectively and inexpensively. Your window shade dealer can supply you with complete information regarding shades suitable for all blackout requirements. Such shades are best for all uses.



OTHER WINDOW SHADE HINTS IN THIS FREE PAMPHLET ←

Detailed information on wartime use of cloth window shades in homes, factories, and other buildings. Ask your dealer or write The Window Shade Institute, 60 E. 42nd St., New York City for your free copy.

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Britain's Fighting Forces. Though British generalship, as LIFE honestly discloses, has ranged from bad to brilliant, Britain's fighting man has proved himself *consistently* one of the world's best. Contrary to Axis propaganda, Empire casualties have been more than 70% British, less than 30% Dominion, Indian, and Colonial.

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Talk to almost any dozen people and you'll find that U.S. opinion of the British runs all the way from starry-eyed worship to bitter criticism.

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Our enemies are pleased that this barrier exists. The Nazis are doing everything in their power to make Americans distrustful of the British, distrustful of their military ability, of their willingness to carry their fair share of the load.

For this reason LIFE has considered it a duty—as the magazine reaching the largest number of readers in America—to present a complete portrait of Britain, with no shortcomings glossed over, with no strengths omitted from the record.

To present on the one hand the picture-story of the British who in the last 12 months have convoyed to the battle fronts of the Middle East alone more than 30,000 vehicles of war . . . who have sent out nearly five bomber and fighter planes to Russia and other

fronts for every plane they received from us in 1941.

To present on the other hand the picture-story of the British who lost or shared in the loss of Belgium, France, Norway, Greece, Crete, Malaya, Burma, and the Dutch East Indies . . . who are now in an unadmirable as well as an uncomfortable spot in India . . . who may possibly lose Egypt and the Suez Canal before the year is out.

In LIFE you find no prejudiced reporting—either pro or anti—about the British. What you *do* find is a true and honest wartime portrait of them: their fighting forces, their government, their colonies, their war production, their life at home.

Out of such reporting comes increased Allied unity. For each of these accurate word-and-picture reports in LIFE makes for a more sympathetic knowledge of how the British think and act. It gives us ballast and balance. It keeps us from blowing hot one day, cold the next, toward our Island Ally in Europe. This is good medicine for us—bad medicine for Hitler's policy of "divide and rule."

Good medicine for us and bad for Hitler because each week more than 23 million civilians (plus 63% of the men in our armed forces) look to LIFE's pages for the guidance of *truth*.

These people will not accept rumor for fact. These people, though with strong minds of their own, realize that not alone through courage, toil, and sacrifice will victory be won . . . but also through understanding.

LIFE

More than 4 million copies sold each week! Read by more than 23 million people! Bought by more people, read by more people than any other weekly magazine in the history of publishing!



Britain's Government. Readers of LIFE are aware of the Churchill government's strengths and weaknesses. They realize how on the one hand it has blundered badly in Asiatic policy, but on the other hand has lifted Great Britain from military bankruptcy after Dunkirk to a formidable military power today.



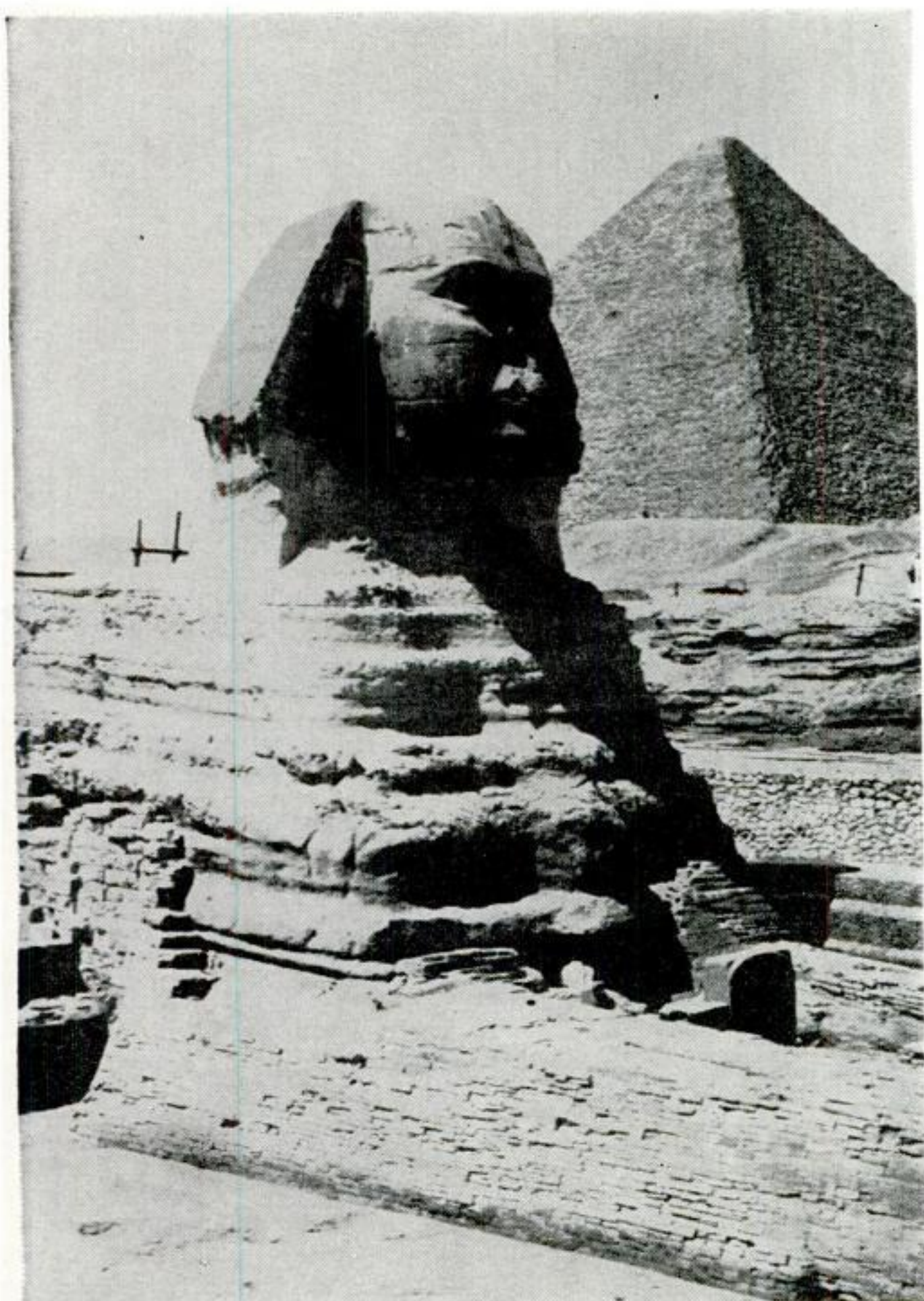
BRITISH COMBINE

Britain's War Production. Great Britain has done far better than the U.S., as LIFE readers realize, on war production. The British have completely mobilized their man power and woman power. (1½ million women work in vital war industries.) Great Britain, so far, has *really* been the Arsenal of Democracy.

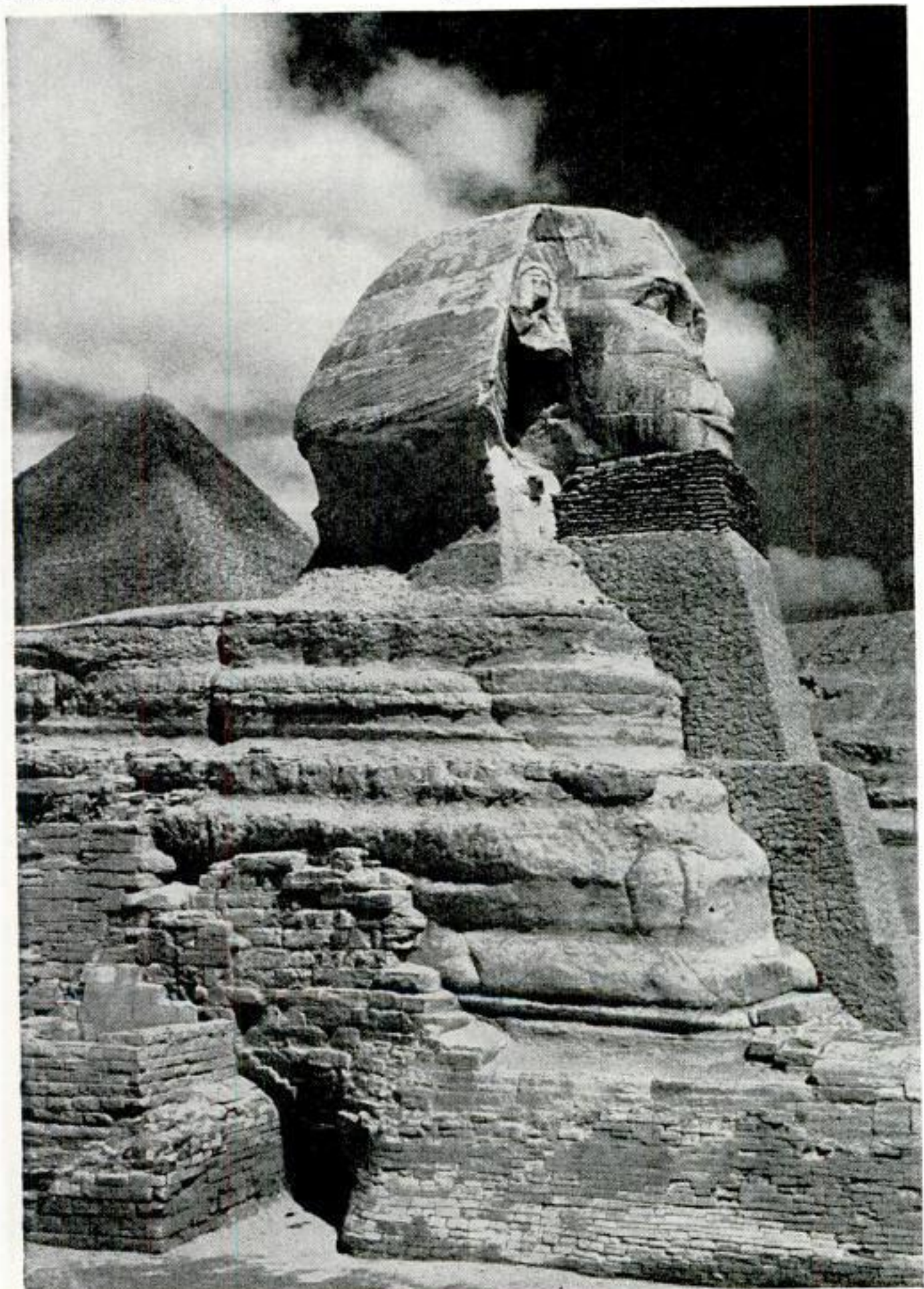


The British at Home. LIFE's 23 million readers get intimate, bread-and-butter portraits of the British, find them much like their own relatives and friends: people you admire one minute you want to kick in the pants the next. But people with the same ideas we have of decency, of democracy, and of fair play.

Sphinx at War (continued)



Before the war, the Sphinx stood majestic and unprotected. Statue is 189 ft. long, 65 ft. high. It was built by a son of Cheops, builder of Cheops pyramid seen above.

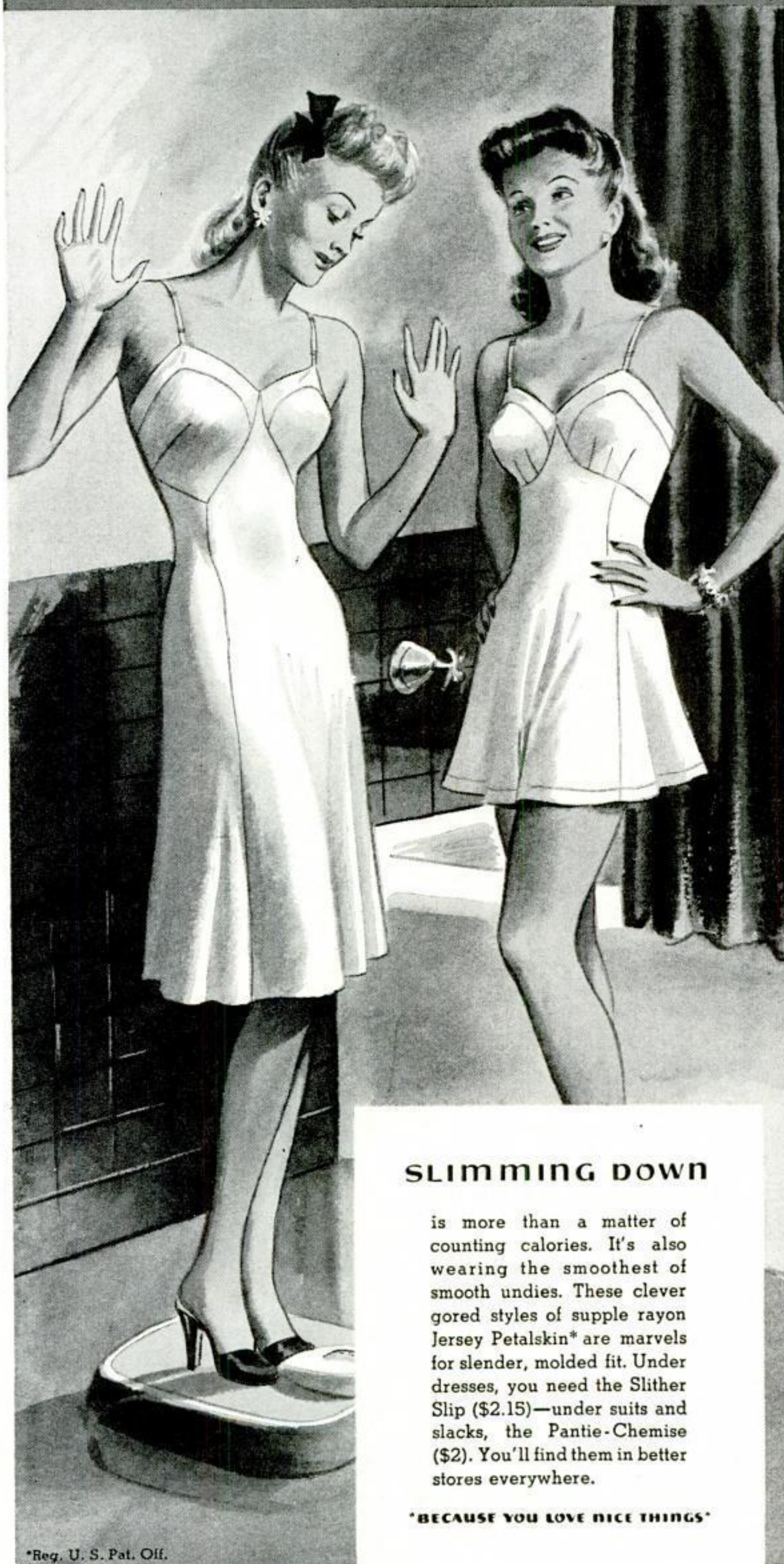


After war started, protective rock and sandbag apron was built. Wind & sand rather than war have battered statue, but once the Mamelukes used it for target practice.

CONTINUED ON NEXT PAGE

Van Raalte

PETALSKIN*
UNDERTHINGS



SLIMMING DOWN

is more than a matter of counting calories. It's also wearing the smoothest of smooth undies. These clever gored styles of supple rayon Jersey Petalskin* are marvels for slender, molded fit. Under dresses, you need the Slither Slip (\$2.15)—under suits and slacks, the Pantie-Chemise (\$2). You'll find them in better stores everywhere.

BECAUSE YOU LOVE NICE THINGS

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VAN RAALTE • STOCKINGS • UNDERTHINGS • GLOVES 417 FIFTH AVENUE, NEW YORK CITY



Henry Adams heads the fashion floor of the big store. Salesgirls who know Henry are proud of him, making his rounds at night on the tri-street bridge—on watch in the Vet's patrol.

Henry's a fighter through and through, doing a big job in America's defense. But just as important is Henry's health and that of the countless war workers throughout America.

You'll find thousands of Pendleton shirts on the civilian front and worn by men in war industries, affording health protection and comfort to guards, wardens and patrols who must be out in all kinds of weather. Active sportsmen have long recognized the necessity of Pendleton shirts and wear them for all outdoor occasions.

Because these same Pendleton fabrics are being used by our fighting forces our civilian production is necessarily limited. Stocks, however, are still available. For the name of your nearest Pendleton merchant—write to Pendleton Woolen Mills, Portland, Ore.

PENDLETON
VIRGIN WOOL *Shirts*



Sphinx at War (continued)



The Sphinx in the sand looked so majestic and mysterious that some art lovers object to uncovering it. Constant digging and sweeping is necessary to keep Sphinx clear.



The Sphinx uncovered shows other parts of ancient royal cemetery of Gizeh. Statue was carved out of hard rock which jutted out above the softer surrounding strata.



Between the Sphinx's paws is a sacrificial sun-god altar that was built by Romans. The big pyramids are Chephren (right) and Mykerinos, with baby pyramid behind.

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Styled by **HICKORY**

You'll Enjoy

"The lift that never lets you down"

The MIRACLE happens at the base of the bra-cup where a patented cushion inset softly lifts your bosom, holds that firm rounded contour, never becomes limp or lax through seasons of washing and wear. Kiss the bras good-bye that put red ridges on your pretty shoulders. There's neither bone, bulk nor pull in PERMA-LIFT's gentle support. See PERMA-LIFT today at leading stores. Bra and Bandeau styles \$1.25 to \$2.50. Long-Line models \$2 and \$2.50. ★ A. Stein & Company, Chicago ★ New York

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NATURALLY
GO TOGETHER!**

LOVE and KISSES



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VERMONT MAID SYRUP**



● Can a chef invent a finer dish than pancakes and Vermont Maid Syrup? We doubt it!

Vermont Maid Syrup is always rich in true maple sugar flavor... the luscious flavor you've been looking for. Packed in Vermont.



Vermont Maid
Syrup

CONTINUED ON PAGE 121

5,000,000 Dairy Farmers* Bring an Important Message



to Meal Planners . . .

3 reasons why Butter should be on your shopping list!



1

Makes Economy Foods Taste Better



BUTTER STUFFED APPLES—Wash, core apples; pare one-third way down, stem end. Place in baking dish. Fill centers with mixture of butter, evaporated milk, brown sugar and chopped nuts. Add water to cover bottom of pan. Bake in oven, 350 degrees F., 45-60 min. Baste frequently. Top with whipped cream, garnish with toasted coconut. Butter gives a "quality" flavor to other economy foods, too!

2

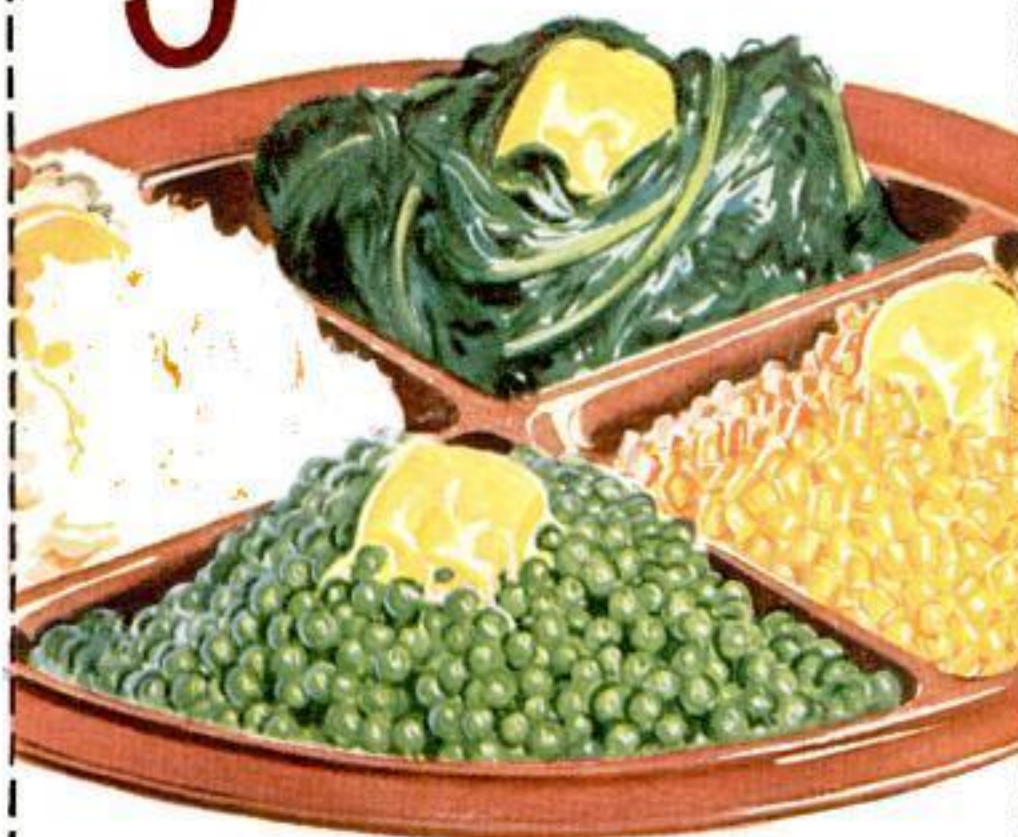
Gives You Concentrated Food Goodness



CREAM OF CHEESE SOUP—Sauté 2 tbsps. minced onion in 4 tbsps. butter; do not brown. Add 4 tbsps. flour; blend. Place over hot water. Add 2 cups scalded milk; 2 cups chicken stock; cook until thick. Add 2 cups grated American cheese; stir until melted. Add ½ cup each, minced, cooked carrots and celery. Serve with buttered crackers. Remember, butter is made from the cream of rich, whole milk—that's why it's an investment in health!

3

America's Symbol Of Good Living



FRESH VEGETABLE PLATTER—Cook separately in tightly covered sauce pan in boiling salted water, 2 lbs. fresh spinach; 8 medium potatoes; 2 cups shelled peas. Drain peas and spinach, season, add melted butter. Mash potatoes, adding 6 tbsps. butter, 6 tbsps. evaporated milk. 6 tbsps. water, salt and pepper. Mix to fluffy lightness. Season 3 cups canned whole kernel corn, add butter, then heat. Top each vegetable with butter. You'll see . . . the generous use of butter adds to your reputation as a good cook, a gracious hostess!

Thrifty homemakers find the Dairy Food Department in their favorite store a bargain center of good nutrition!

The inspiring variety of delicious, wholesome foods to be found in this section offers many new ideas in meal planning. There you'll find creamy, golden butter; fluid and evaporated milk; and a tempting variety of cheeses. Eat dairy products daily for flavor, goodness and health!

And don't forget this about butter . . . its matchless flavor and food value can't be duplicated! That's why as a spread, cooking aid or flavoring ingredient, butter has no equal—no counterpart!

*This message is published in the interest of the health and well-being of the American people by the American Dairy Association . . . comprised of dairy farmers in the states of Iowa, Minnesota, Wisconsin, Washington, Illinois, Nebraska, Kansas, Montana, No. Dakota, So. Dakota, Indiana, Michigan, Missouri and Arkansas.

**AMERICAN
DAIRY
ASSOCIATION**



It's Better with Butter

You'll walk more and like it!

Air Step

THE SHOE WITH THE MAGIC SOLE



JOYCE—heart-warming cheer for winter clothes in this Kona red calf.



JANET—new soft look in a pump of black suede with ornament of faille.



BARRY—keep your eye on this "little girl" pump. It's going places!



SARGE—a shoe for serious-minded business and smart-going comfort.



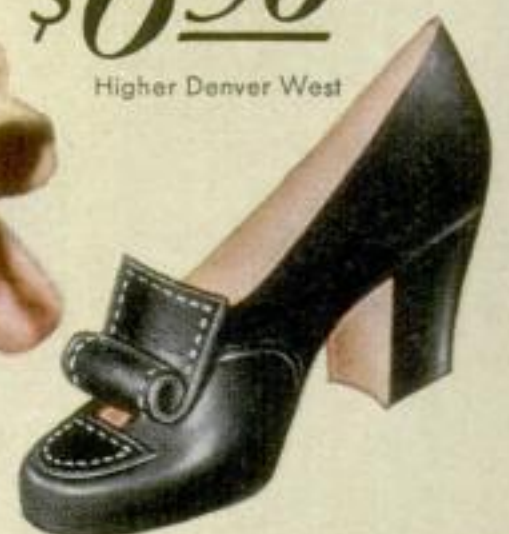
PARKER—light, open look in alligator embossed print calf, for tailored clothes.

Air Steps* are the shoes that will keep you going at a lively pace and with lovely grace. They're functional but feminine. Designed for these days, with a look of brave-hearted lightness, and the hidden restfulness of the Magic Sole. They're made to be walked in—the Magic Sole takes all jolts and jars, spares your nerves. See them now at your Air Step store. Or write for name of near-by dealer.

BROWN SHOE COMPANY, St. Louis.

\$6.50

Higher Denver West

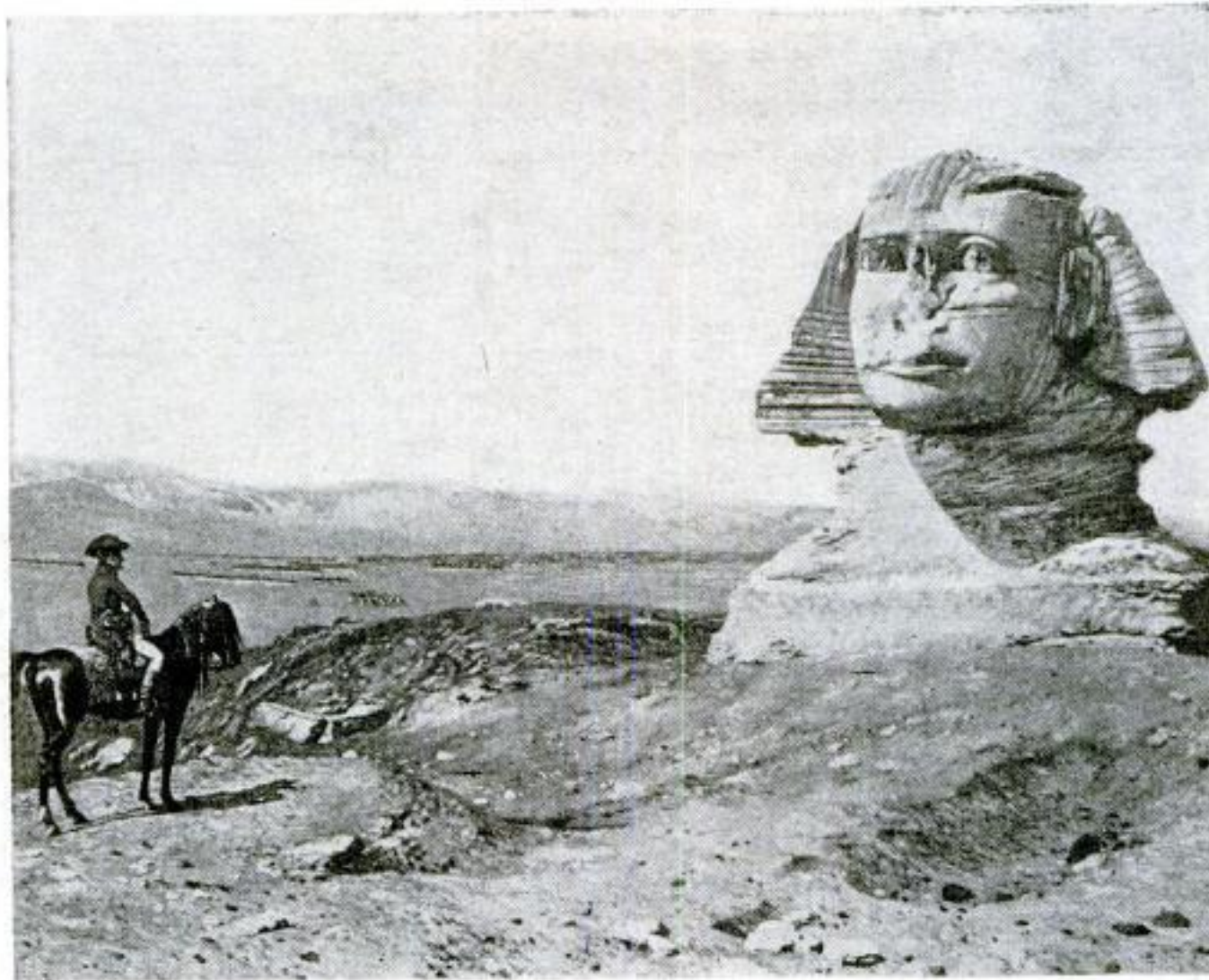


DELL—again the lower-heeled pump. Stark black calf, white stitching.

She wears the "red badge of courage" in her brilliant rosy-hued casual coat of Forstmann fabric. Her smart Air Step shoes (Joyce pattern) are square-toed pumps in golden tobacco brown. Their bold basting stitches find a counterpart in the hand-stitched gloves. And the golden beaver color of her hat, with its high-manipulated crown, blends with the shoe tone.

*Reg. U. S. Pat. Off.

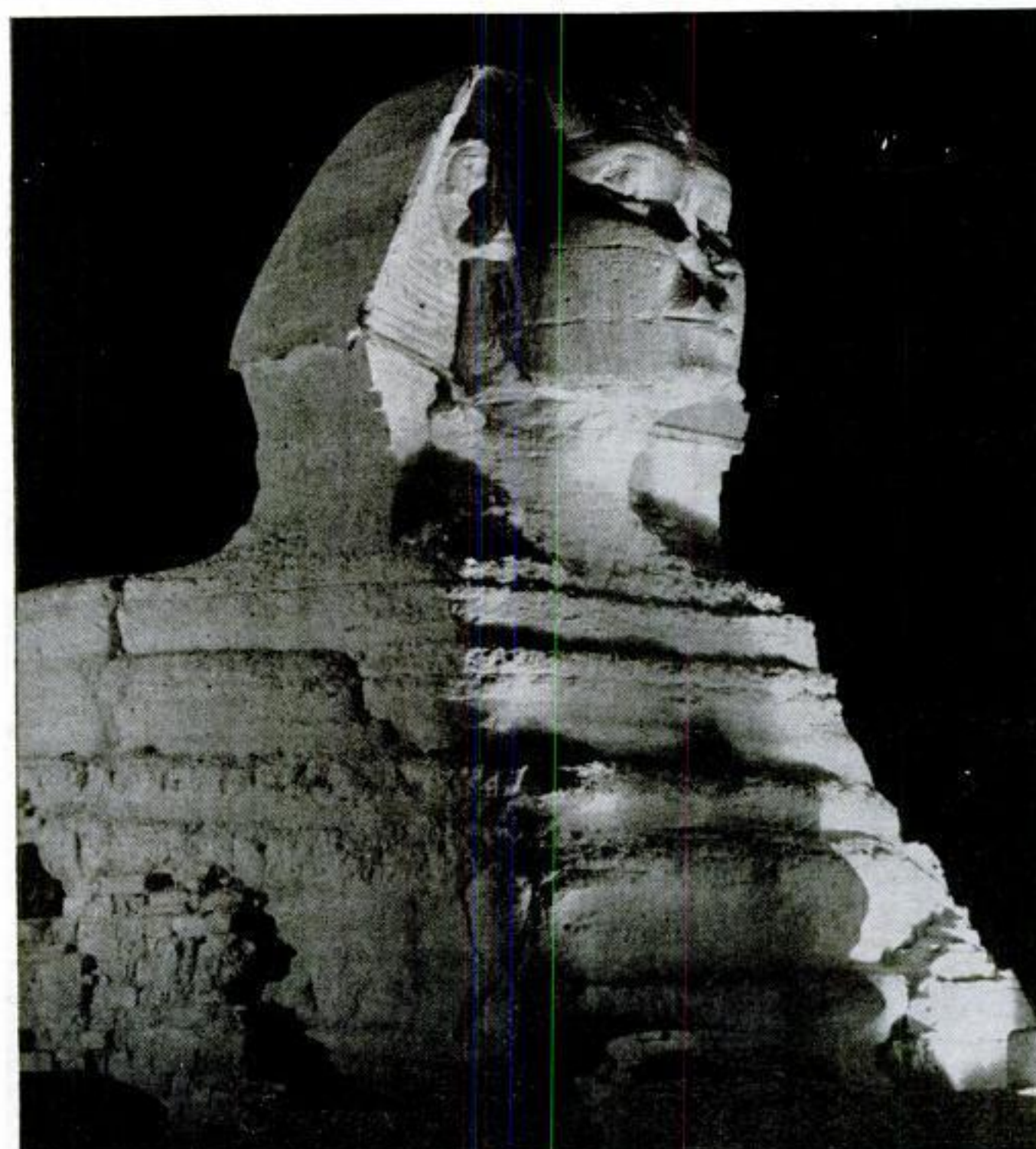
Sphinx at War (continued)



Sphinx and Napoleon met during Egyptian campaign. Napoleon told soldiers: "Forty centuries look down upon you." Sphinx supposedly said: "Why so hot, little man?"



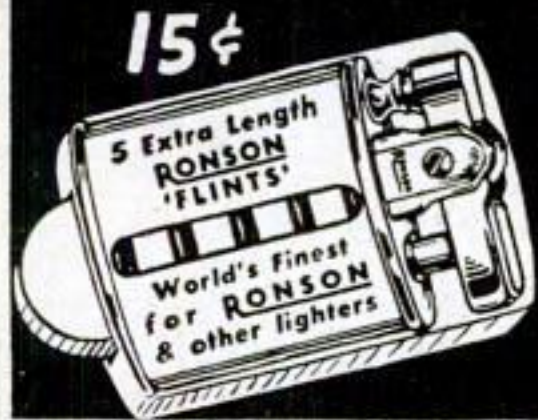
Harry, Kate and Fred sent love to Mara (inscription upper left) from Sphinx in 1901. Innumerable tourists have been photographed thus. Note camera hogs on the statue.



Sphinx at night was a favorite spot for parties, especially when the moon was up. Sphinx is across Nile River from Cairo and is a 20-minute trolley ride from the city.

For "A-1" Lighter Service,
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Five extra-length, genuine RONSON "REDSKIN" FLINTS with protective "REDSKIN" coating—in clever, compact, convenient, safety slide-drawer packet that prevents loss. Use only genuine RONSON "REDSKIN" FLINTS, RONSON Wicks and RONSONOL fuel—for finest service. Cost less in the end!

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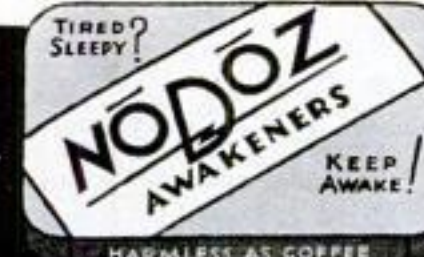


Cold make breathing difficult? Nose feel "clamped in a clothespin?" Put a Luden's in your mouth. As it dissolves it releases cool menthol vapor—which, with every breath, helps relieve clogged nasal passages, unclamp "clothespin nose!"



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ON THE "GRAVEYARD SHIFT"

Thousands of Americans behind desks, driving cars, on production lines, use NoDoz Awakeners to keep awake, alert and more efficient. When the going gets tough and you have a job to do—don't take a chance...TAKE A NODOZ AWAKENER!

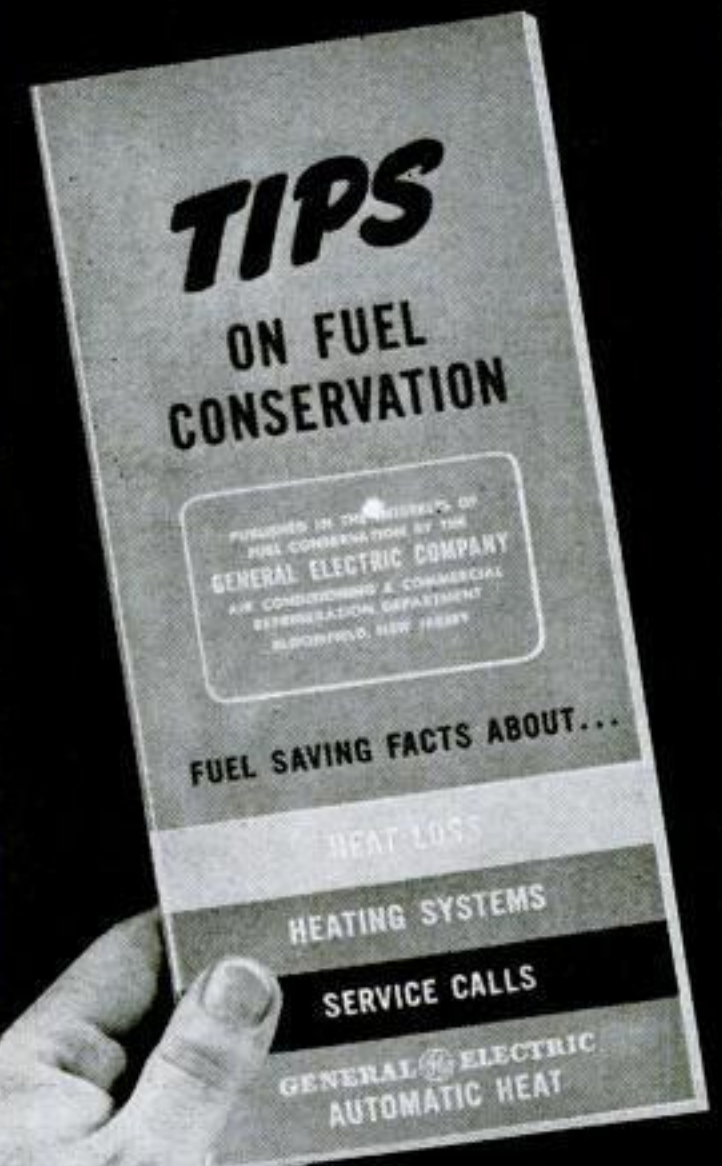


Over 30,000,000 NoDoz Awakeners have been used since 1933!

Convenient, easy-to-take tablets!
Keep a package handy
At your druggist...10c and 25c

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You'll find this booklet packed with suggestions to help you heat your house on less fuel. No matter what fuel or what make furnace you're using, these tips from G-E heating experts will help you increase comfort and save fuel for the duration.

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GENERAL ELECTRIC

CLOSE-UP



GOVERNOR STASSEN

THE REPUBLICAN PARTY'S MINNESOTA HOPEFUL PLANS TO GET RE-ELECTED AND THEN JOIN THE NAVY

by JACK ALEXANDER

If the War Manpower Commission has the authority, it might profitably interfere with the personal plans of Harold Edward Stassen, the 35-year-old Republican Governor of Minnesota. Stassen, whose second re-election in November seems assured, has publicly announced that he will resign around April next year, after having served only three months of his expected third term, and seek active service with the Navy. Since March he has been a lieutenant commander in the Naval Reserve. During the spring he underwent a five-week training course at Great Lakes and since then has devoted much of his spare time to studying correspondence courses in trigonometry, navigation, gunnery and naval traditions and customs.

Except for whatever small influence a splash of Norse ancestry may exert, Navy life will be alien to Stassen's background and training. This will scarcely prevent him from becoming an excellent officer. But top-flight naval men do not spring full-blown from correspondence courses, and it will take years at sea before Stassen can hope to approach the usefulness of Annapolis-trained men of

his own rank or those who have come up through the lower grades.

In effect, Stassen will be abdicating as a Governor, and an eminently good one, to become—for some time, at least—a lieutenant commander of only ordinary effectiveness. This change in callings is one of doubtful public value, for in an era of dangerously declining State power there is more that a strong Governor can do for his nation at home than can be accomplished by a correspondence-course naval officer, however sacrificing and consecrated of purpose the latter may be.

Stassen's motives are unassailable. "This war," he says, "will be fought by young men of my age, and I want to be with them." But his departure from Minnesota will deprive the State of a progressive Governor who rescued it from a revolutionary Farmer-Labor junta gone crazy with power and pickings; who restored its financial standing and its State pride and, through an enlightened labor policy, has enabled it to function efficiently as one of the country's leading guns-and-butter States.

Minnesota is immensely important to the United

Nations cause. Its meadows and churns yield more butter than any other State in the Union. Its iron-ore, transmuted into steel, is the backbone and armor of the American Navy, and it has rumbled against the Axis in the tanks of North Africa. Two-thirds of the iron-ore mined in the U. S. comes out of the soil of Minnesota. The Arsenal of Democracy's production schedules could be disastrously upset by protracted labor stoppage in this State, which in pre-Stassen days was notorious for its bloody strikes and strike-breaking and its organized revolts against authority.

To avoid crises of this kind, Stassen last August designated an heir apparent in the person of Ed Thye, a capable, rugged, sincere farmer, of Northfield, who is now his Deputy Commissioner of Agriculture. In choosing the horny-handed Thye as his running mate, Stassen violated political tradition by shelving his boy prodigy Lieutenant Governor C. Elmer Anderson, a toothbrush-mustached magazine distributor, of Brainerd, who was only 26 when first elected in 1938. Thye, a veteran of World War I, is popular among Minnesota's farmers but

CONTINUED ON NEXT PAGE



MINNESOTA HAS NO EXECUTIVE MANSION. GOVERNOR LIVES IN OWN MODEST HOME OVERLOOKING THE MISSISSIPPI. BESIDES THEIR SON, GLEN, STASSENS HAVE A BABY DAUGHTER

When Figures Count



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in making light meals, balanced meals
Minerals, Vitamins (B and G)—for energy
Carbohydrates—to rebuild
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all in one wholesome fruit juice



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MOTT'S JELLY—a delicious new dual-flavor idea—Apple-Orange and seven other combinations
MOTT'S VINEGAR—makes a salad something to remember

3 OF THE FAMOUS **MOTT'S PRODUCTS**

Produced by the Distributors of Sunsweet Prune Juice



RHYMES FOR TRYING TIMES



1. Pa's organized a Salvage Squad,
Collecting needed rubbish.
The work has done his figure good.
(He once was rather tubbish!)



2. But when he's through he's
tired out—
The job is really taxing.
So mother serves him Lipton Tea,
It's soothing and relaxing.



3. Ah! How he loves that Lipton
taste,
That marvelous aroma!
No wonder Lipton Tea's preferred
From Key West to Tacoma.



4. The reason? Lipton's ripened
slow
For flavor none surpasses.
(Tea ripened fast tastes flat, you see.)
Try Lipton, lads and lasses!

LIPTON TEA

AMERICA'S LARGEST-SELLING BRAND

TRY THE DELICIOUS LIPTON BLEND IN MODERN,
NEW-STYLE LIPTON TEA BAGS, TOO!



Youngest U. S. Governor, Minnesota's Harold Stassen (center) grew up on a small truck farm near St. Paul. Brother William (left) is a sheet-metal worker, Elmer runs a grocery.

GOVERNOR STASSEN (continued)

his skill in handling potentially explosive labor conflicts has yet to be demonstrated. And even if Thye proves equal to the job, which Stassen confidently expects he will, the question still remains—ought Stassen, who fulfils as well as anyone the definition of "necessary civilian," to go into the Navy? There is, of course, no sure answer to the question. Doubtless, if given a chance, Stassen could do great harm to the Axis by helping to put wings on the leaden bureaucracy in Washington, as he did in St. Paul. That he hasn't been given the chance is not his fault; he is, after all, one of the few Republicans extant who could conceivably win a Presidential election.

The Navy, in absorbing the 6-ft. 3-in., 220-lb. Governor, may be absorbing the immediate future of the Republican Party nationally, if it is to have any, and hence that of the two-party system. For somewhere in the process of restoring Minnesota to G.O.P. control, the young prairie Republican has thrown aside the Old Guard, whose arrogant bungling made the Farmer-Labor nightmare possible, and has struck out on his own. The Republican Party in Minnesota today is what Stassen says it is, and the Old Guarders have been rebuffed so often in seeking to advise him that they have retired to their clubs. If he were to remain in civilian life, the party nationally might well be what Stassen said it was, too.

At the 1940 convention, Stassen distinguished himself as a calm political technician in the midst of dissident party mercenaries and hordes of callow, crusading amateurs. Barred from the Presidential competition by his age, Stassen fixed himself firmly in the minds of the delegates when he delivered the keynote address. As floor manager for Willkie, he followed up this advantage by holding his entry in restraint while the front-runners tired themselves out, and spurring him across on the sixth ballot. The corny "We Want Willkie" chanters in the galleries were not deployed there by the practical Stassen. He was too busy keeping tally sheets on the shifts in the battle and in lining up second-choice votes from delegations that were temporarily pledged to the front-runners. His cool generalship won for him the respect of party workers from all over the country, many of whom will be casting ballots at future conventions.

Stassen is one of the few Republican hopefuls who since the 1940 election have shown any independent sense of direction. Long before

bombs fell upon Pearl Harbor he had been making speeches in support of the Roosevelt foreign policy. This took some courage in isolationist Minnesota but Stassen was convinced that adherence to isolation would mean the death of the G.O.P., and subsequent events, including Minnesota's switch to his viewpoint, have shown the wisdom of his judgment. The State G.O.P. platform adopted in September repudiated isolationism *in toto* and pledged the party "to support this country's cooperation and leadership in establishing democratic international machinery to maintain permanent world peace." The platform read like a paraphrase of speeches made by Stassen and his appointee, U. S. Senator Joseph H. Ball.

While approving of the principle of government intervention in economic processes, Stassen has been intelligently critical of the way in which the New Deal has employed it. The policy of crop restriction, for instance, he believes to be a crabwise approach to the problem of sustaining farm income in peacetime. Stassen was raised on a farm and, like most farmers, instinctively rebels against suppression of fertility. He has never publicly broached a scheme to supplant AAA and probably won't as long as all-out wartime farm production continues, but he is said to have devised a tentative program under which farmers would be permitted to raise as much as they wanted to. Under this plan, the government-subsidy feature would be retained but, instead of being used to maintain an artificial price structure, it would be applied to compensate the farmer for losses incurred through price declines resulting from glutted markets. The end result of such a plan, according to some who have studied it, would be more plentiful diets for the ill-fed, both here and abroad, at no extra cost to the taxpayer. In general, Stassen's criticism of the New Deal has been that it perpetuates too many controls on all types of production and tries to achieve by coercion what could be won more readily, and with less heat, through co-operative effort.

That sounds like brave talk indeed, but the cooperative democracy ideal which Stassen likes to talk about is a working reality among Minnesota's farmers, most of whom derive from Scandinavian countries where cooperative enterprise is traditional. Of the 800-odd creameries in Minnesota's great dairying industry more than 600 are cooperatives, governed along strict democratic lines.

How a Republican deals with labor

Through his Minnesota Labor Relations Act, Stassen has worked strenuously to carry over the mutual-interest concept into the field of industrial disputes, and has had a more than fair success. Much of this success has stemmed from his shrewd perception at the start that his own party affiliation was the biggest handicap his labor program faced.

"It is easy for a Republican Governor to find out what the employers are thinking about, because they are always inviting him to lunch," Stassen says frankly. "But he soon learns that there is a wall between him and labor." Stassen's first gesture toward surmounting the wall was a policy he established of appointing his State labor conciliator from union ranks. The present Conciliator is an international vice president of an A. F. of L. stationary firemen and oilers union. Then the Governor began devoting his spare evenings to a

CONTINUED ON NEXT PAGE



A crack marksman, 20-year-old Stassen (arrow) captained the 1927 Minnesota rifle team which won intercollegiate title. At 18, he won Inter-city title with a perfect (400) score.



SHOULD GIRLS BE TOLD ?

PRETTY INNOCENT—these two. They think Mommy's swell to let them "experiment" in the kitchen. (Of course you're not telling them how glad you are to have them learn to cook!)

Should you keep mum, too, about the dental merits of Fleers Dubble Bubble Chewing Gum? You might explain how that huge big mass of chewy gum helps to clean—how a gum so tough and bulky will fold over and massage the gums. You could say that many dentists recommend Fleers Dubble Bubble Gum.

But should you? Why destroy the "glamour"? Young folks need no urging to indulge in Fleers Dubble Bubble. Millions of pennies are eagerly spent for Dubble Bubble by the kids themselves. *Because Fleers is made to please them.* It's a big mouthful of gum—tough and chewy—oh, so-o-o good! That's all any youngster needs to know!



"Some Fun!" No other gum made especially for children compares with Fleers Dubble Bubble in popularity.



FLEERS DUBBLE BUBBLE CHEWING GUM

A Pledge: Especially desirable features of Fleers Dubble Bubble Gum are its bulk and "chewiness." Should wartime restrictions interfere, we pledge to suspend the manufacture of Fleers Dubble Bubble Gum rather than offer this product without its characteristic bulk, chewiness and quality. Frank H. Fleer Corp., 1000 Diamond St., Philadelphia, Pa.



Note to Dentists: A more complete statement of the dental advantages of Fleers Dubble Bubble Gum for both adults and children appears in the November *Journal of the American Dental Association and Oral Hygiene*; also in October *Dental Survey*.



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keep yours "Rolling." Strop before and after use. Rinse and dry thoroughly. Hone only when absolutely necessary.

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 Address _____
 City _____ State _____



Labor leaders meet with Stassen regularly to talk over their problems. The Minnesota labor situation is now so good that they talk mostly of salvage and war-bond plans.

GOVERNOR STASSEN (continued)

direct courting of labor's goodwill. Once a month he invited 30 or 40 union leaders to gather in closed session with him in Duluth or one of the Twin Cities, or wherever discontent happened to be germinating. The participants were invited to bring up whatever grievances they might have against the employers, the administration of the Labor Act or the Governor. At first, despite the absence of publicity, the meetings were stilted and restrained. Stassen's whole background was against him. Besides being a Republican, he was a nonsmoking, milk-drinking pillar of the Baptist Church, who took a highball only on special occasions. His assets were his lumbering frame, a willingness to listen, an obvious desire to understand the worker's viewpoint and a feet-on-the-table informality of manner. After a few frigid flops, the meetings began to catch on and today they are genuine hair-down sessions of putting the Governor on the carpet. Clenched pipes are shaken at the chair by seamy-faced orators and the recriminations fly freely. Stassen listens, interjects points for clarification and makes penciled notes. From his scribbles have come numerous adjustments in the application of the labor statutes.

Negotiation before the strike occurs is the heart of the Minnesota act. It takes place in the quiet atmosphere of the labor conciliator's office, and while it is in progress no wages or profits are lost. The conciliator has no power to require that an agreement be reached. He sits in merely as an interlocutor and a visible symbol of the public's interest in averting trouble. If no agreement is arrived at during the ten days, the right to strike or to lock out may be exercised in the usual way. It is being exercised less and less. The State has lost an annual average of 86,053 man-days due to strikes since the law went into effect, as compared with a 265,379 average in the three preceding years. This represents a drop of from 1.40% to 0.67% in Minnesota's share of the national total of lost man-hours.

Not all Minnesota labor leaders have responded favorably to Stassen's courting. One especially militant business agent, with a reputation for violence, was invited to the Governor's office for an informal talk, after a report had reached the State House that he was going to pull a quick strike. On being reminded of the law's waiting-period requirement, the caller asked truculently: "Well, what would happen if I ignored the law and did things in my own way?"

"You'll land your (censored) in jail," replied the Governor, forgetting for a moment that he was vice president of the Northern Baptist Convention. The strike notice went through the usual way.

He saves money to spend after the war

In the general State House clean-up which followed Stassen's inauguration in 1939, ten officials and employees of his predecessor's administration were sent to prison and \$277,000 was restored to the State treasury from the tills of private contractors. This was just a start on a complete overhaul of the State's finances. A workable system of central purchasing was set up and a post of State business manager created to keep department heads from overspending their budgetary allowances. Eight millions have been sliced from the annual expenditures for current operations and the State debt has been reduced by \$24,000,000. Bureaus have been consolidated, 25% of the State's em-

ployes dropped and a civil service installed. State services, instead of languishing because of the drastic economies, have improved.

As soon as America entered the war, Stassen came out against drastic tax reductions, insisting instead that money saved by State economies be laid aside for post-war projects. Last Jan. 7, before Washington issued its own freezing order, he halted \$3,000,000 worth of highway construction and \$1,000,000 in other improvements which the legislature had authorized, and put the money away in the post-war reserve fund. The fund has climbed to \$11,000,000 and is likely to be around \$15,000,000 by the middle of 1943. It will be used to keep things going in the difficult period when industry is switching back to peacetime production and servicemen are looking for jobs.

On the war's home front, Minnesota is well organized. It has a total of about 143,000 volunteers, including 6,200 home guards of the Minnesota Defense Force, as well as air-raid wardens, auxiliary police and firemen, and a group of women known as Victory Aides. The Victory Aides were Stassen's own idea. They organize local salvage collections, obtain war-bond pledges, act as liaison agents for the civilian defense units and tip off the social service agencies to the needs of servicemen's families in their localities.

Another idea of Stassen's was the Minnesota Labor Volunteers For Victory, which has had the remarkable effect of bringing the warring C. I. O. and A. F. of L. under the same tent. The LVV's, as the volunteers are called, cooperate to enforce safety programs in mines and factories, avert sabotage, help out in war-bond and salvage movements and assist in locating capable civilian defense workers. Buttons of membership are proudly worn by the LVV's, and their work has been especially effective.

Grandfather dodged the Austrian Army

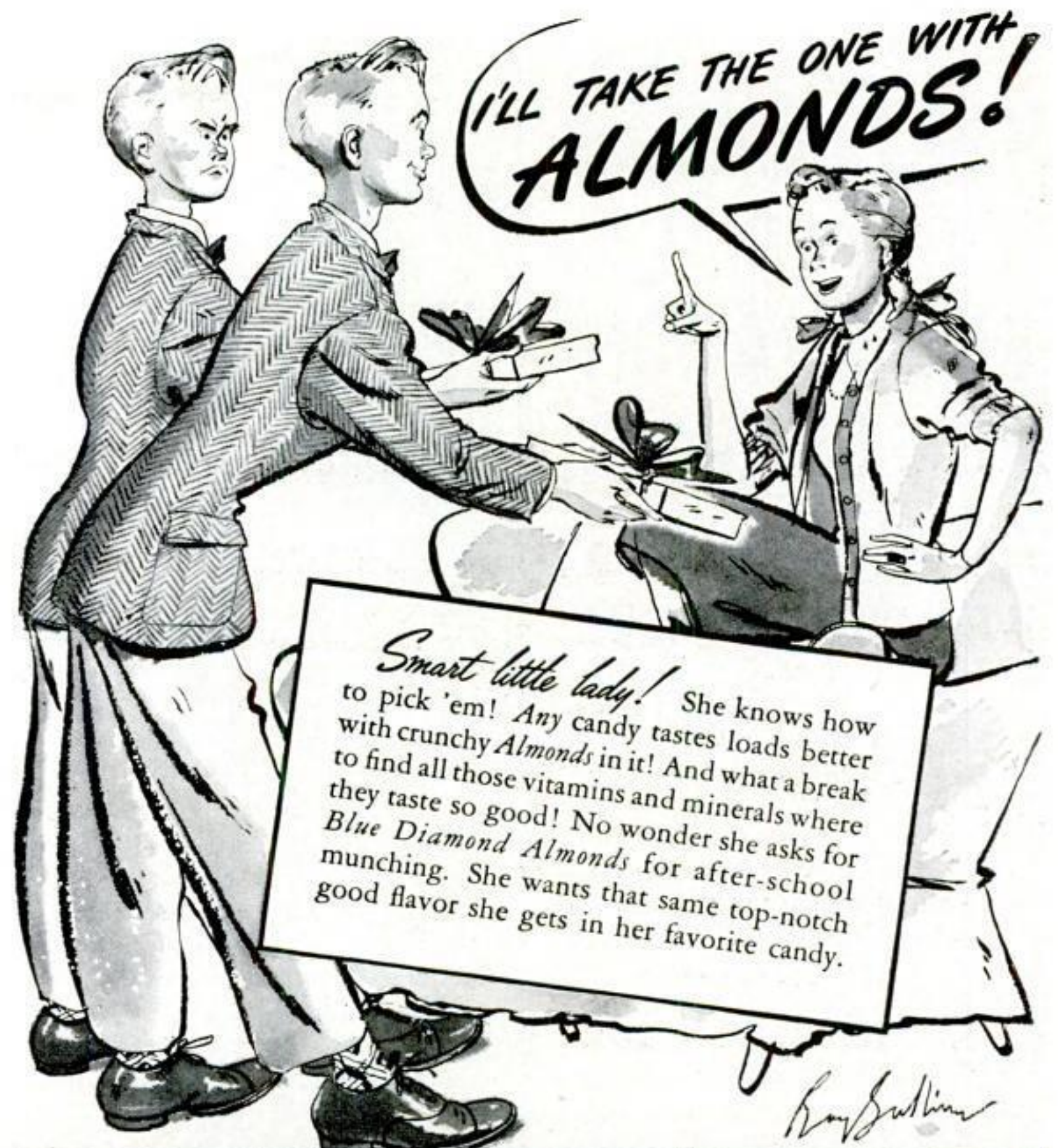
In ransoming Minnesota from Tammanyish radicalism, Stassen played cleverly upon the pioneering spirit which built the State and hasn't yet had time to congeal into genealogical societies. Minnesota did not join the Union until 1858 and the active voting lists still carry the names of persons who were born in sodhuts or dugouts, a type of shelter gouged out of a hillside. Its farmers, who make up the bulk of the population, are mostly descended from Scandinavian, German or Danish immigrants who fled Europe in search of peace and independence, and found both. The Governor's mother was six years old when her parents got to America. William Stassen, the Governor's father, is the son of Czech and Norwegian immigrants who came over in the migration of the 1870's. The Governor's grandfather, a Czech living in Austria, crossed the border at night after an Army officer, calling with a squad to induct him, hacked a panel out of the front door with his saber.

William Stassen operates a small truck farm in West St. Paul and has a stall in the public market across the river in St. Paul, where he arrives each morning before dawn, in overalls, and sells his produce.

CONTINUED ON NEXT PAGE



Governor's father, William Stassen, raises cabbages and apples, takes them to market daily. Three-time mayor of West St. Paul, he approves his son's administration.



ALMOND CANDIES

"A favorite where young hearts flutter"

*"Tae pairsonality...
in our friendships
...an' our Scotch"*

For distinctiveness of
quality and taste... hosts
everywhere have confi-
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FOR THE 1 MAN IN 7 WHO SHAVES DAILY

**It Needs No Brush
Not Greasy or Sticky**

Modern life now demands at least 1 man in 7 shave *every day*—and men in service must get clean shaves, too. Yet daily shaving often causes razor scrape, irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like "vanishing cream"—not greasy or sticky.

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If you want to try Glider right away, get a regular tube from your dealer. If you can wait a few days, we'll send a generous Guest-Size tube for a dime and any used metal tube. It is enough for three weeks and is very handy for traveling.

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Send your name and address with ten cents and a used tube to The J. B. Williams Co., Dept. CG-20, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

GOVERNOR STASSEN (continued)

Bluff and substantial, the elder Stassen has served three terms as Mayor of West St. Paul, is a member of the school board and has been treasurer of his growers' association for 40 years. He banks his AAA checks with a grimace (\$16.50 last year) and thinks that his son saved Minnesota from a reign of lawlessness which, he says, would have been "worse than the Indian days." One of the Governor's brothers drives a milk wagon, another is a sheet-metal worker and a third runs a small grocery store. A married sister is a stenographer in the Governor's office.

The family always lived comfortably but never had much extra money, and Harold, the only bookish Stassen, had to earn most of the funds for his education. While still in high school he had a rabbit and pigeon business and operated a profitable roadside vegetable stand after classes. He spent six years at the University of Minnesota, emerging in 1929 with bachelor of arts and law degrees. During the first three years he held down part-time jobs as a grocery clerk, an adding-machine operator in a bank and a pan greaser in a bakery. During the last three he was a sleeping-car conductor on the Milwaukee Road. Despite lack of sleep, he stood high in his classes and was elected to the board of the *Minnesota Law Review*.

Where he found the time is a mystery, but he was captain of the university rifle team, a medal-winning orator and a member of the intercollegiate debating team. Tall and skinny in clothes that he always seemed to have outgrown, Stassen had a knack of inspiring confidence amid the confusion of campus politics. At mock political conventions he was a compromiser, working out middle-of-the-road policies to which both left- and right-wingers could assent. As a student leader, he successfully fought off an attempt to censor college publications; then when the legislature tried to raise University tuition fees he took the students' side as all-university class president. The fight was won and Stassen was publicly commended by the president of the university.

After graduation he was approached by friends of Floyd Olson, who was a crusading prosecutor in Minneapolis at the time, and invited to cast his lot with the Farmer-Labor Party, which was then on the verge of triumph at the polls. Stassen's sense of personal destiny was already strong, and he refused. Accepting would have meant playing second fiddle to Olson, and Stassen was not the kind to play second fiddle in anyone's orchestra.

He wins first election without a speech

But Stassen lost no time in getting his political career started. Opening a law office in South St. Paul, a town in Dakota County opposite St. Paul, he filed in 1930, a year later, for county attorney. Before he could make a stump speech he was laid up by a breakdown resulting from the exertions of his college days. His law partner, Elmer J. Ryan, a Democrat, waged the campaign and got him elected, a favor Stassen was later to repay by helping to send Ryan to Congress. In the election which made Stassen a county attorney at 23, Floyd Olson was raised from prosecutor to Governor and the Farmer-Labor Party, with its first foothold in the executive office, began to flex its muscles.

While the Farmer-Laborites were raising hob in the capitol, the awkward Dakota County prosecutor was proving to his constituents that he was a peace-loving fellow with plenty of sand. Once he closed a gambling house run by St. Paul gangsters and broke up the equipment. On another occasion, after two robbers had murdered a deputy sheriff and escaped, Stassen helped to organize a posse and, with a shotgun in the crook of his arm, directed an all-night search through cornfields. The fugitives were captured.

During the 1932 milk strike, which swept northward from Iowa, the farmers of Dakota County gathered one night in a hall at Farmington to listen to a visiting organizer. The county attorney, realizing that the Twin Cities' milk supply would be cut off if the strike gripped Dakota County, attended the meeting and took an inconspicuous seat in the rear. The organizer exhorted the farmers to block the highways with spiked logs and overturn the milk trucks. One farmer asked: "What if the sheriff or the county attorney gets in the way?"

"Run him down, the way we're doing in Iowa," the orator advised. Stassen arose and walked to the platform. Addressing the farmers, many of whom were friends of his, he warned that if they followed the visitor's advice, he would be compelled to prosecute. He realized, he went on to say, that the price of \$1.20 per hundred pounds of milk, which they were receiving, was inadequate. He promised that if they would disband quietly, he would act as their attorney, without pay, and try to obtain a better price. The offer was accepted. The meeting

CONTINUED ON PAGE 131

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Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period.

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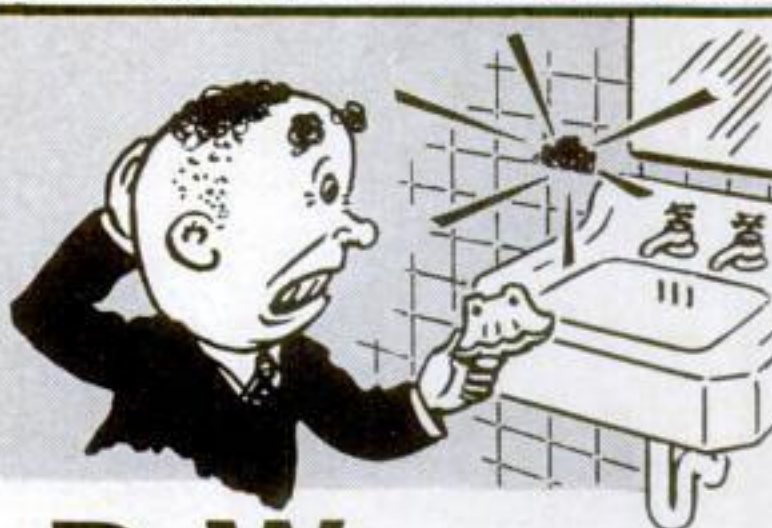


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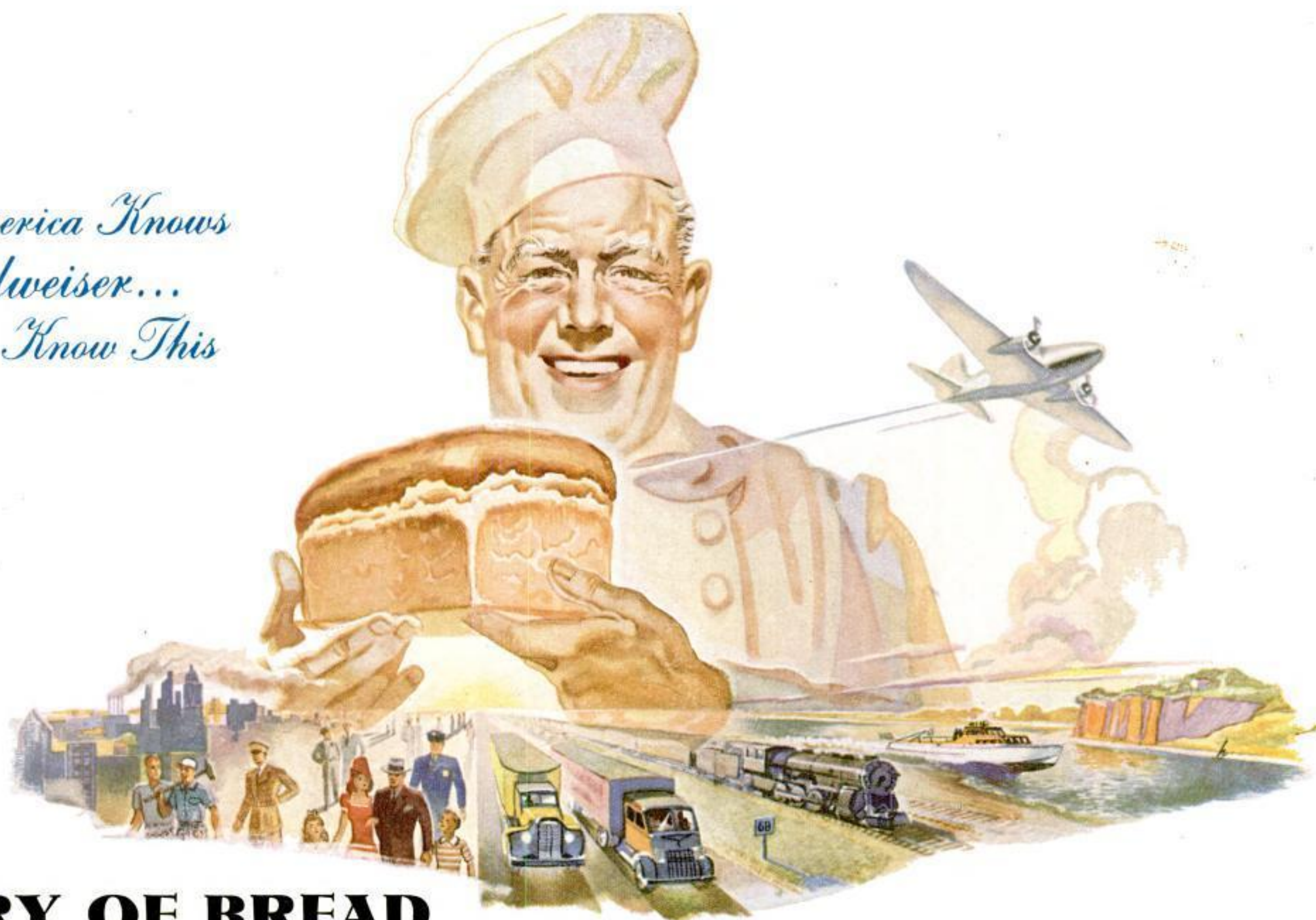
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YEAST is the life of bread . . . and the story of yeast is the story of scientific research, uniform quality, mammoth production, modern refrigeration . . . and daily delivery to bakers in every city, town and village throughout the land . . . even by boat, by sled and by plane when other transportation is interrupted by floods and blizzards.

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VITAMIN D—Formerly America depended upon Norway and Japan for fish oils rich in Vitamin D. Today we produce from yeast enough of the basic material for Vitamin D to supply the entire American market.

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STARCH—Thousands of food industries all over America choose Anheuser-Busch pure food corn starch for their products—millions of pounds each year. We also supply starch to the textile, paper and many other industries.

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FOR VICTORY

RELIEVE
HEADACHES
NEURALGIA &
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QUICK
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USE ONLY AS DIRECTED
ON PACKAGE
10¢ and 25¢



On his way home from work in his official limousine, Stassen catches up on his 1,200-letters-a-week mail by using a dictaphone perched on a folding stand in front of him.

GOVERNOR STASSEN (continued)

broke up without violence and Stassen got the price raised to \$1.50. When he ran for re-election in 1934, he carried the farming districts by 6 to 1.

In 1933, left-wing organizers engineered a walkout of Armour packing plant employees in South St. Paul. The street approaches were blockaded and pickets began turning back truckloads of cattle as soon as they arrived. The county attorney, whose reputation as an arbitrator was spreading, was summoned. When he got to the plant, he found that the management had ordered the blockade challenged with trucks manned by plug-uglies. Persuading the management that such a move would bring bloodshed, Stassen got the order rescinded. In a series of conferences, over which he presided, an agreement was worked out under which the plant was reopened. After the settlement, Stassen went before an NRA board and obtained reinstatement of employees who had been blacklisted by the company. Later he was called back to the Armour plant after it had been paralyzed by a sit-down strike. After two hours of mediation by the county attorney, the plant was running again.

All this time, from his rural perch, Stassen was observing the progress of the Farmer-Labor administration, with the detachment of a physician reading a fever chart. Somehow he knew that it would run its course and he had an inner conviction that he would be the man who would next step into power. He found himself unable to condemn the movement wholeheartedly, as many of his Republican elders did. Stassen knew that it had begun as a legitimate revolt against the depressed farm conditions of the post-World War days, taking its cue from the Non-Partisan League movement in North Dakota. He knew that it had had tough sledding among Minnesota's farmers until, in the magnetic Floyd Olson, it had found the figurehead it needed. He had seen the radicals and other political freebooters ride in on Olson's coat tails and make holiday. But when friends began urging him to run for Governor, he replied that the time had not yet come. Among Stassen's other political assets is an acute sense of timing.

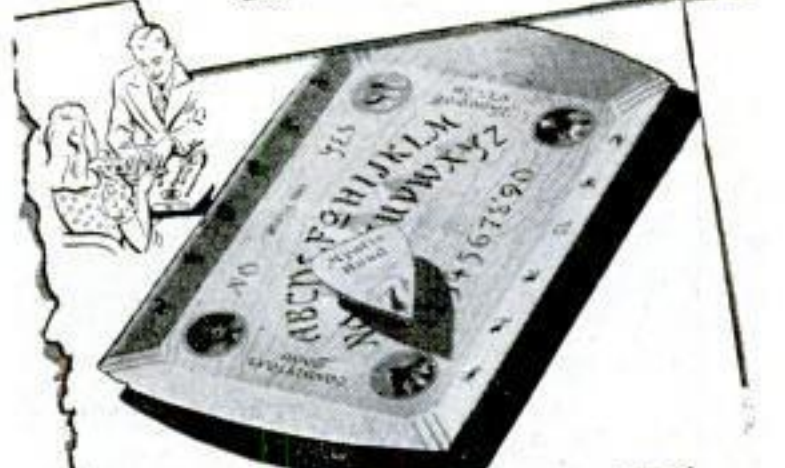
The disorder and ill feeling mounted throughout Minnesota. During a Minneapolis truckers' strike in 1934 two citizen deputies were killed in a riot which began when an attempt was made to move trucks past the picket line. A couple of months later police fired into a crowd of picketers, killing two and wounding fifty. Assassins mortally wounded Howard Guilford, the editor of a Minneapolis weekly which had been critical of the administration and labor racketeering. In 1935 the cops and pickets clashed again, killing two more and wounding thirty. Walter Liggett, another crusading editor, was assassinated.

Olson died in 1936 but his protege, Elmer A. Benson, was presently elected governor. In April 1937, responding to an invitation of Governor Benson to be "a little rough," a mob which called itself the People's Lobby invaded the capitol. Streaming through the corridors, it

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Could special hand tools simplify a "hard-to-get-at" problem in your production job? Plomb engineers have helped many manufacturers find the answers to their hand tool requirements, and are ready to help you. Consult us for assistance.

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LOS ANGELES

GOVERNOR STASSEN (continued)

broke into a committee's room and abused Senators who were balking at some appropriations requested by Benson. After threatening physical injury unless the Senators recanted, the mob took possession of the Senate chamber and held it all night, eating lunch on the desks and mocking Senate procedure. It departed in the morning with the Governor's blessing.

This affront to public decorum shocked Minnesota and had the effect of focusing further attention on the prosecutor of Dakota County. Stassen had been quietly building up a following around the State, a necessity for political success in Minnesota because there are no enduring party organizations upon which to rely. He had won some State-wide notice by getting himself elected president of the County Attorney Association. This gave him a chance to stump the State for some criminal-code improvements it was sponsoring and to get acquainted. But the nucleus of the Stassen movement was the Young Republican League. As its power grew, he traveled about the State, speaking at large and small meetings. He made a point of avoiding personal criticism and preached a gospel of governmental reform and an end to class warfare, and talked about the need for a workable labor relations law. His speeches had an academic ring, but the speaker's patient, earnest manner was appealing. Minnesota was getting fed up with riots and quarreling, and when Stassen announced his candidacy for governor in 1938, his plea to "build a greater Minnesota" sounded like realism.

Besides, after the speaking was over, Stassen reassured the farmers by his virtuosity as a political eater. Political eating is part of statesmanship in Minnesota and a strong, versatile stomach is as necessary as a good platform manner. A politician must eat generously of kraut and sausages on Sauerkraut Day in Springfield, a German settlement, and of kolacky, a bun with fruit and spice filling, on Kolacky Day at Montgomery, a Bohemian center. Unless he wants to lose votes, he must clean his plate and call for more corn, melon and raspberry at other regional festivals. Wherever Scandinavian folk gather, he must take in huge quantities of cookies and other sugary pastries which ooze butter. Lutefisk is the hardest gustatory hurdle. Lutefisk is a dried codfish, preserved in a lye solution, which is parboiled and baked and served, with boiled potatoes, in a lake of melted butter. From kraut to lutefisk, Stassen made the festival course in par, year after year. It was easy for a man accustomed, as he is, to take on apple pie and cheese before retiring at night.

The "Diaper Brigade" takes over

After winning the election with the biggest majority a Minnesota governor has ever received, Stassen was inaugurated in January 1939, at the age of 31. His chief appointments went to men of his own age, and younger, and his cabinet became known derisively as the Diaper Brigade. Stassen's youth movement annoyed Julius Schmah, an elderly Republican holdover, who, in selecting a 60-year-old deputy, explained sarcastically, "I thought we ought to have someone in the State House who was over 40."

Under the impact of Stassen's reorganization of the State government, the Diaper Brigade kidding faded away. Minnesota found that its young Governor meant business. The change in the atmosphere was apparent when a march on the capitol, like that of the People's Lobby of Benson days, was organized in 1939. While the throng waited outside, the Governor received its spokesmen in his office and listened to their grievances about the quality of relief. Then he surprised them by accepting their invitation to speak from the capitol steps. As he emerged from the building, he was met with boos. Stassen remarked: "That's one nice thing about this country; you can boo your officials without getting pushed up against a wall and shot." The boos died away. Stassen discussed the administration of relief, admitting errors and promising reasonable improvements. Taken in by his frank, informal way, the crowd began applauding points he made and ended by cheering him and departing peacefully. Stassen was re-elected in 1940.

Stassen works long hours, eating lunch at his desk or in the capitol cafeteria, where he carries his own tray. He catches up with his correspondence while traveling by using a dictaphone which rests on a folding stand in his official automobile. On trips he sometimes sleeps in the rear seat, with his feet cocked on the front seat. Until the 35-m. p. h. speed law was introduced to save rubber, Stassen snoozed peacefully while his chauffeur, an ex-locomotive engineer, pushed the sedan along at from 70 to 110 m. p. h.

Stassen drapes himself in low-priced, double-breasted suits and wears his shoes until the insoles show. His own car is a 1938 Ford coupe. These personal economies are not feigned. As Governor,

Stassen's income is only \$7,000 a year and the State furnishes no Executive Mansion. Since becoming Governor, Stassen has built a medium-priced home in South St. Paul, with mortgages and an attached garage. He lives there with Mrs. Stassen, who was his junior prom partner at the University, their 6-year-old son, Glen and a baby daughter, Kathleen Esther.

Until he began studying for a naval commission, the Governor read heavily in history and economics, and his favorite social activity was picking the brains of economists. He seemed plainly interested in becoming President of the United States, and his friends feel that he will still be interested after the war is over. If Stassen is ever nominated, Republicans will at least have something to vote for besides a nostalgic whinny for the dead past or a promise to out-New Deal the New Deal.

Stassen has no intimate advisers, but he listens a lot and out of his conversations, his reading and his musings has slowly forged his own approaches to domestic and international issues. As a campaigner, he is original and aggressive, and has never been afraid to stick his neck out. "For a democracy to work," he says, "you've got to have political leaders who are willing to risk a licking."

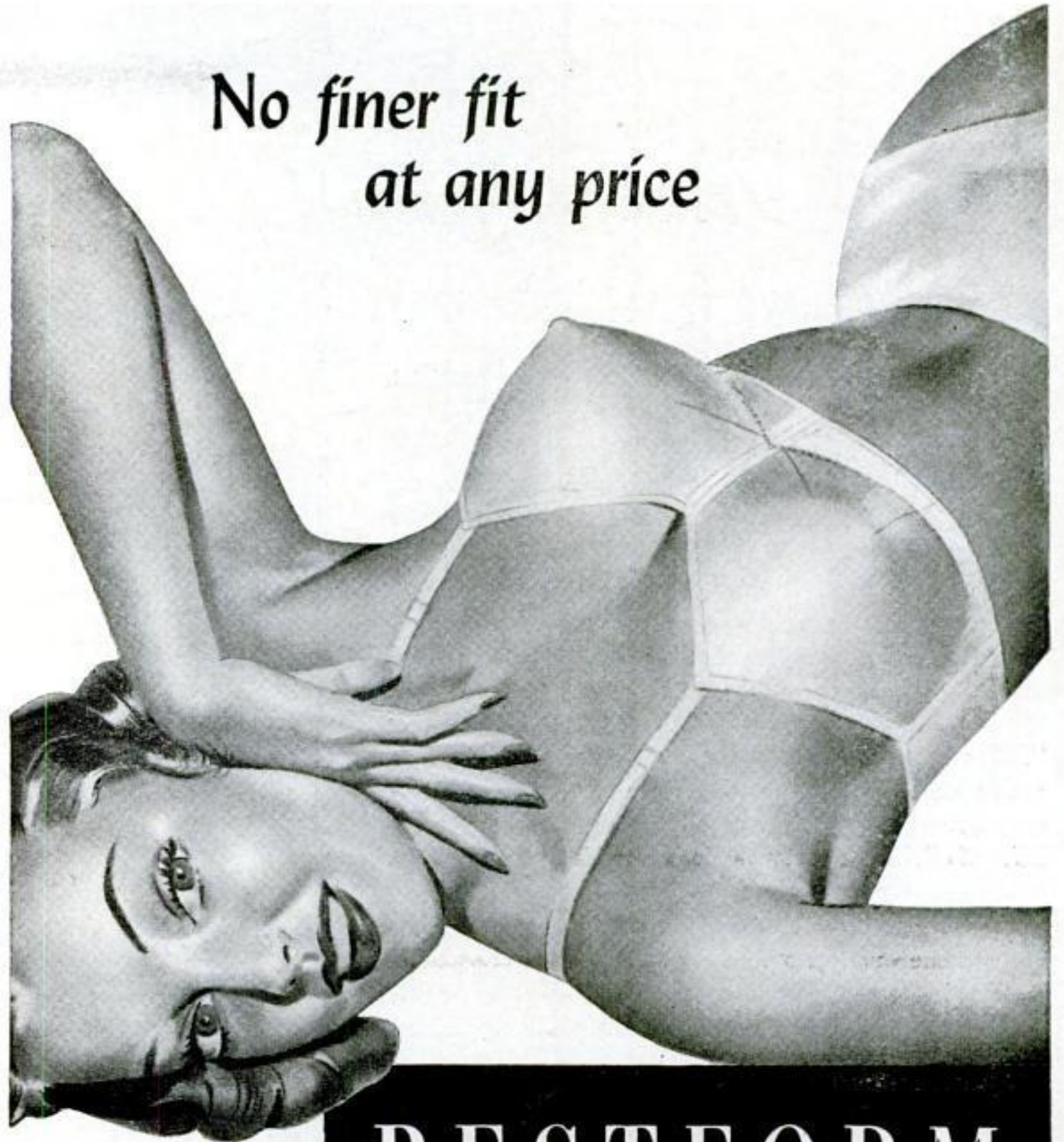
Stassen outlined his vision of the post-war world May 30 in an address he made before the Northern Baptist Convention in Cleveland. His plan was global in scope, calling for a World Association of Free People made up of the United Nations and the neutrals. The Association would (a) set up temporary governments in the Axis nations until "proper" native regimes were able to take over; (b) establish an airways commission to control the world's great airports; (c) establish an administrative body to control all ocean gateways; (d) promulgate a code of justice for the world and a court to administer it; (e) establish a commission to keep world trade moving; and (f) organize a world police which would be "the supreme force in the world."

Six months before that address was delivered—around the time of Pearl Harbor—a traveler who interviewed Stassen at his home reported having experienced an unreal feeling as the young G. O. P. white hope wrestled conversationally with the problems posed by the war and talked about his idea for international control of airports, which had just begun to bud in his mind. As of even date, and much chastened by what has since happened, the traveler says that the idea is beginning to sound suspiciously like pretty good sense, and he deplores the fact that Stassen's talent for bold political thinking is to be stowed away in a Navy locker for the duration.



In uniform of a Navy lieutenant commander, Stassen took a five-week training course last spring. If re-elected, the Governor plans to resign for active duty in April 1943.

No finer fit
at any price



BESTFORM BRASSIERES

79¢

BESTFORM FOUNDATIONS

\$2.50 to \$6.50

BESTFORM

means "best form"

When Lips Chap Smart

Give Them
This SPECIAL
Help



• Gently medicated Fleet's Chap Stick brings quick relief to chapped, roughened lips. A special formula, proved by 50 years of service in American homes—now used by U. S. forces the world over. Apply *before* exposure to avoid painful effects of weather. Ideal for children, too. Stick or "Fives" (5 individual boxes)—25¢. Chap Stick Co., Lynchburg, Va.



LEROUX

Liqueurs

THE WORLD'S FINEST

LEROUX & CO., Inc. • Philadelphia • New York City
Awarded Gold Medal, Paris International Exposition, 1937



EASES STICKING DOORS

... also windows, drawers—things that stick or squeak. Use like a crayon. Clean—easy to apply. Door-Ease Mfrs., Muskegon, Mich.

... in metallic container at Hdw., Auto Accessory, Dept., and Dime Stores.

No DANDRUFF

YOU TOO

**CAN GET RID OF
LOOSE DANDRUFF**



with this common-sense
antiseptic hair tonic

JERIS

FOR WELL-GROOMED HAIR
At All Drug Stores and Barber Shops

Life Tees Chicago With Serviceman

Soldier on leave from Camp Grant enjoys nation's No. 1 hospitality

In the newest of Chicago's two famous Servicemen's Centers, a life-sized likeness of Mayor Edward J. Kelly stands on the stair landing. The other day a sailor rushed by, spotted the effigy, turned back to give it a hearty slap on the back and went on downstairs. A soldier, asked how long he had been in Chicago, replied: "The five happiest days of my life." A private wrote from a nearby camp to a Chicago newspaper: "This city is heaven on earth for the boys."

Chicago has fairly won its reputation of the country's greatest dispenser of hospitality to servicemen. First of all, in its hearty bluff Midwest fashion it has left no doubt in the minds of its guests that its hospitality is unreservedly genuine. More practically speaking, it generously provides for the physical essentials: food, a bed, entertainment. It is almost impossible for a man in uniform to spend money in Chicago. Even buses will not accept his dime.

For once a smooth-working political machine has implemented a noble project with which nobody can find any fault. Servicemen's Center No. 1 was started in August 1941 by the Chicago Commission on National Defense. The first week it took care of 300 men. The latest figure on food and entertainment for one week is 133,000. Operating personnel includes Park District employees, who put in half time at the Centers, half at their regular jobs, and assorted volunteers.

Most frequent recipients of Chicago's largesse are sailors and marines from Great Lakes Naval Training Station, soldiers from Fort Sheridan and Camp Grant, and contingents housed in the Stevens and Congress hotels.

To the twelve-story building that houses Center No. 1 went Private Pete Banks on a recent week-end. There he found free meals and a bed, shoe-shining and clothes-pressing facilities, friends and entertainment and, at Center No. 2, a girl. The pictures on these and the following pages show how Pete spent his weekend.



Private Pete Banks of Camp Grant readies his tie for his first trip to Chicago. A Coloradan, he was drafted last December.



Pete gets a lift from W. G. Michaelson of Rockford, who has two sons in service. He regularly picks up boys from Grant.



Free movie tickets are part of Center's services. Pete stands in line for ticket Saturday morning, then tours the Center.



Letter home is dictated by Pete to Mrs. Mara MacMillen, Center's housemother, whom boys fondly call "Miss Mac."



Centers are easy to find. At No. 1, Mrs. Kelly, wife of the mayor, is in charge of the canteen, works 8 to 12 hours a day.



Pete meets a girl, Shirley Michael, whom he'd spotted across the room. Hostess Virginia Schlorff performs introduction.



"I don't jitterbug," says Pete timidly. Shirley doesn't either so they pick the slow ones. She talks but Pete just dances.



Tall buildings halt Pete at Chicago River and Michigan Avenue bridge. Wrigley Tower clock shows it's past lunchtime.



Bed is waiting on the ninth floor of Servicemen's Center No. 1, where Pete parks his bag, takes a nap before sightseeing.



Shooting gallery, where the manager wouldn't let him use his own nickels keeps Pete busy Friday after supper at Canteen.



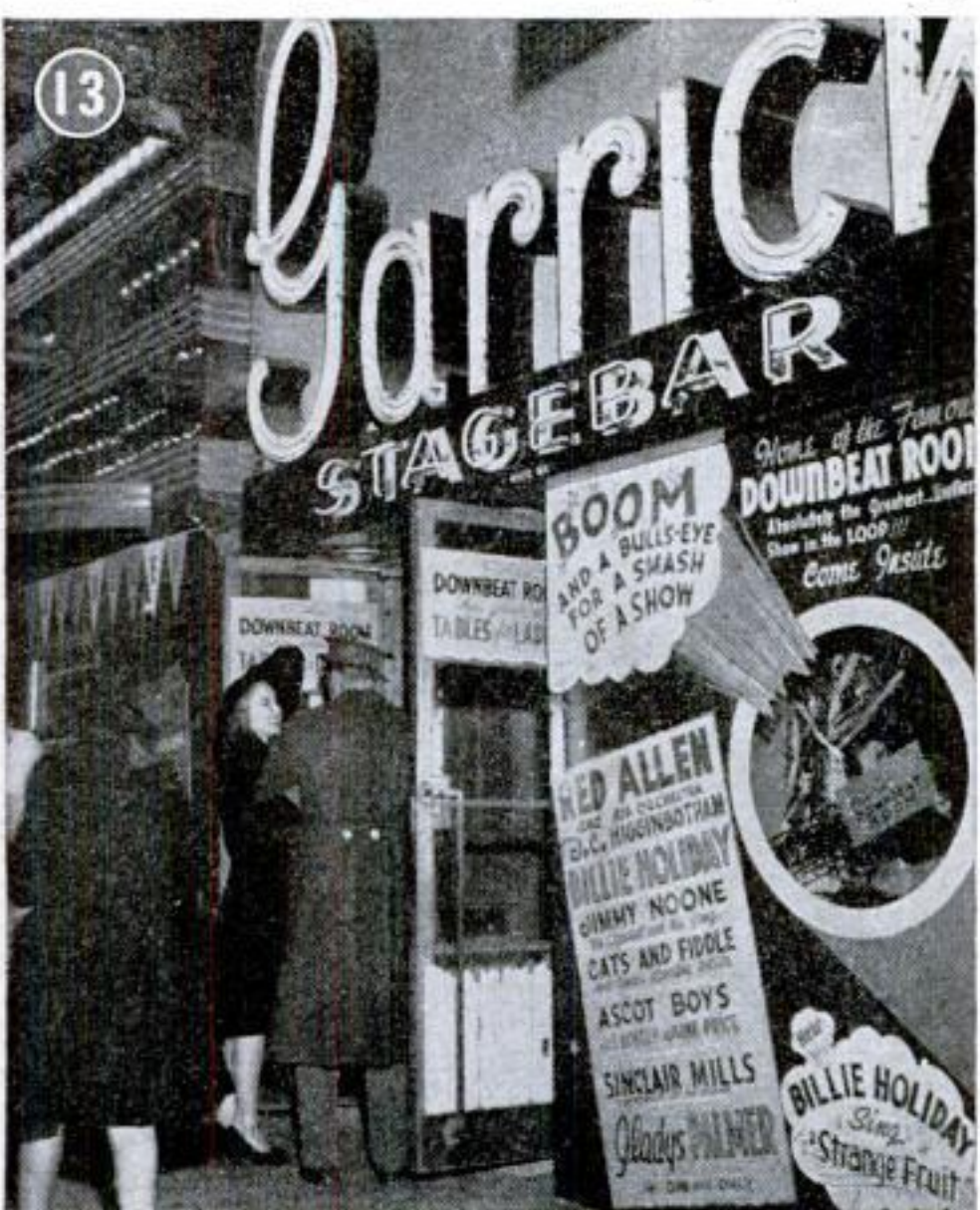
"Just looking," replies Pete to four passersby who offer to direct him as he stands on a corner watching Loop's activity.



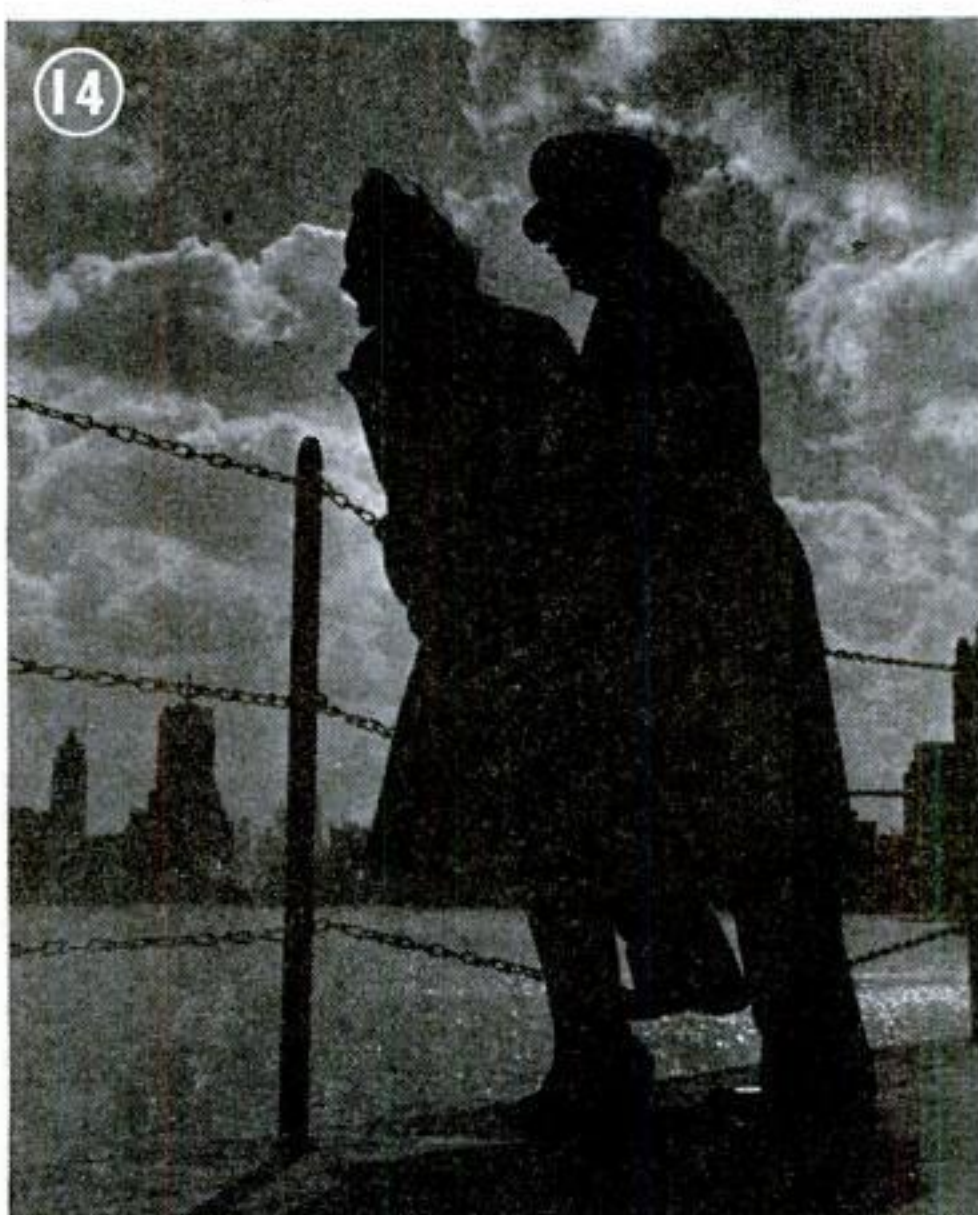
Chicago Theater is Pete's next stop, where he uses free ticket to while away time after a bus ride on Michigan Avenue.



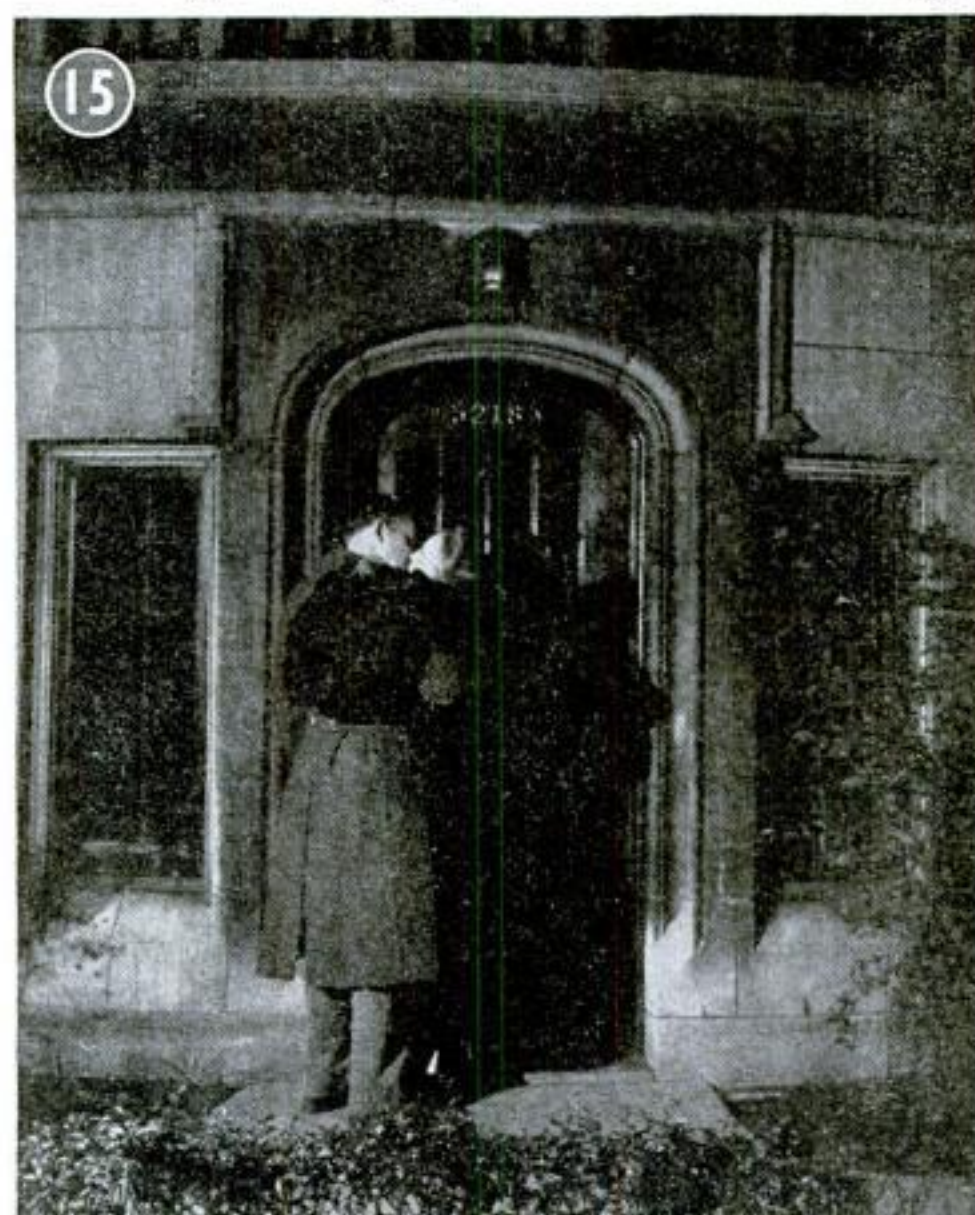
Pete looks in on a poker game at Servicemen's Center No. 2, where a big dance is going on. He decides to investigate.



They sneak away (girls are not supposed to leave the Center with men) for brief look at Randolph Street honky tonk.



Moon on the lake is a thrill to Pete. He begins to feel at peace with the world, with Chicago, most of all with Shirley.



Goodnight kiss was Shirley's own idea. Muttered Pete as he walked away: "Boy, that peels the shirt right off your back!"

Just **4 hours ago** those soft hands were **drilling steel!**



Imagine, a "master driller" with hands like velvet! That's what Pauline Ordway's beau says about her hands... and he ought to know! Pauline makes airplane parts for Republic Aviation's mighty fighting plane, the P47 Thunderbolt. And Pauline's hands take a beating. But she soon learned to use Pacquins Hand Cream to take care of *that!* She says: "The first time I used Pacquins, my hands felt cooler and softer. It's wonderful protection." And no wonder Pacquins does such a fine job, for...

Pacquins Hand Cream
was originally created for doctors
and nurses whose hands are in water
30 to 40 times a day



"Last thing at night, I always smooth Pacquins on my hands, wrists, and lips," says Pauline. Pauline's elbows and ankles and other dry-feeling spots also get a Pacquins beauty treatment regularly. She always works Pacquins carefully around her nails.

Regularly at work — every time she has washed her hands — Pauline smooths a protective film of rich, creamy Pacquins on them. She says: "It feels swell and *does* help keep skin soft and smooth — even in winter. Easy to use, too. You can't spill it and it isn't apt to tip over."



More women workers in war industries
use Pacquins than any other hand cream

• And isn't that a tip to you, whose hands take a daily beating from cleaning and washing? If anybody's hands need protection, housewives' do. So please do try Pacquins Hand Cream right away. Remember — Pacquins is rich and creamy, but not a bit greasy. Doesn't show on your hands or rub off on clothes.



Pacquins
HAND CREAM



Long, warm showers are Pete's idea of luxury. He basks in steam for half an hour Sunday morning before breakfast at the Center and his 11 o'clock date with Shirley.



At breakfast Pete went back for third helping from the Canteen's generous offerings. Andy McNulty, a Camp Grant boy, and sailor friend joined him as he was finishing.



Shirley is waiting at the Aquarium when Pete arrives. He feels even more at home as he views city in daylight and Shirley points out features of Chicago's skyline.



Speedboat ride is Shirley's treat. She snuggled close to Pete's coat as a chilly breeze tossed spray. He said he understood why people called Chicago "The Windy City."



Late shadows touch Michigan Avenue's tall buildings while Pete and Shirley stroll before catching bus for Chinatown. Wrigley Tower again looms in the background.



Chinese dinner is also on Shirley, despite Pete's protests. He groped for words trying to tell her what the weekend had meant, and made a date to see her on next leave.



TOO GOOD TO WASTE !

☛ **COFFEE**... as much a part of the American scene as apple pie and ham 'n' eggs... is our great national beverage. It's the drink that gives us buoyant lift when the going gets tough, when fatigue creeps over us, when we need extra energy and pep to do our best.

It's the favorite drink among the fighting forces... and among fighters on the home front. Coffee is more important than ever in wartime... as a fatigue-fighter, faculty-sharpener, efficiency-improver.

But every fragrant and satisfying drop of coffee is precious, due to the shipping situation. There is enough to enjoy... *but none to waste*. Don't think that you have to give up enjoying coffee. But don't make more than you will use. Measure accurately.

It's not necessary to hoard coffee. Keep on enjoying the goodness of coffee... at home... on trains and planes... in your favorite restaurants. But don't waste coffee! It's **TOO GOOD TO WASTE!**



COFFEE RECIPE

Try to make the exact amount of coffee you need, but, if some is left, here is a delicious recipe, using coffee:

COFFEE JELLY—2 tbs. granulated gelatin, ½ cup cold water, 3 cups hot coffee, ½ cup sugar, ½ teaspoon salt. Soften gelatin in cold water, add coffee, sugar and salt, and stir until dissolved. Pour in mold, chill until set. Serve with plain or whipped cream. Serves six.

COFFEE

THE FRIENDLY DRINK... FROM GOOD NEIGHBORS

PAN-AMERICAN COFFEE BUREAU

BRAZIL COLOMBIA COSTA RICA CUBA DOMINICAN REPUBLIC
EL SALVADOR MEXICO VENEZUELA



GOODBYE
REDECORATING TROUBLES!
I'M USING—

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
miracle wall
finish



ROLL IT ON!



Just roll Kem-Tone right over your walls quickly, easily, with this clever, new painting tool.

Kem-Tone
ROLLER-KOATER 89¢

SMART BORDERS!



Enhance the beauty of Kem-Tone finished walls with Kem-Tone trims! Gummed, ready-to-apply. Washable!

* AS LOW AS **15¢**
Kem-Tone TRIMS A ROLL

Be sure to ask for
Genuine

Kem-Tone
Accept No
Substitutes!

GET KEM-TONE AT YOUR
NEAREST DEPARTMENT
STORE, HARDWARE OR PAINT
DEALER

\$2.98 GAL.
PASTE
FORM
95¢ QUART

1 gallon Kem-Tone paste
makes 1½ gallons Kem-
Tone Finish. Your ready-
to-use cost—only \$1.98
per gallon!
(Prices slightly higher
in Rocky Mt. area)



CHRISTMAS CARDS BY MEN IN THE

The six Christmas cards shown on these pages were reproduced in color by the American Artists Group from original paintings entered in LIFE's Art Competition for Men in the Armed Forces. LIFE readers saw some of these paintings in the July 6 issue. Every picture was done while at camp by a soldier who had been an art student or a full-fledged artist before he entered the service. Except for the two Competition



PRIVATE ROBERT BURNS WON LIFE'S \$300 PRIZE FOR "TROOP MOVEMENTS"



THIS IS A TYPICAL RIFLE RANGE WITH TARGET PRACTICE AT 200 YARDS



SOLDIERS ARE LINED UP FOR REVEILLE ON A BRIGHT WINTER MORNING

ARMED FORCES REFLECT SERVICE LIFE

prizewinners, the American Artists Group bought the original paintings from the soldier-artists for prices ranging up to \$300. In addition to the purchase price each artist gets 10% royalty on every card sold. These cards sell for 15¢. As they reflect the soldiers' own daily experiences from reveille on a bitter winter day to an encampment at night, the cards make excellent mementos as Christmas greetings for families at home.



ON THE SEVENTH DAY

PFC. WALLACE BRODEUR

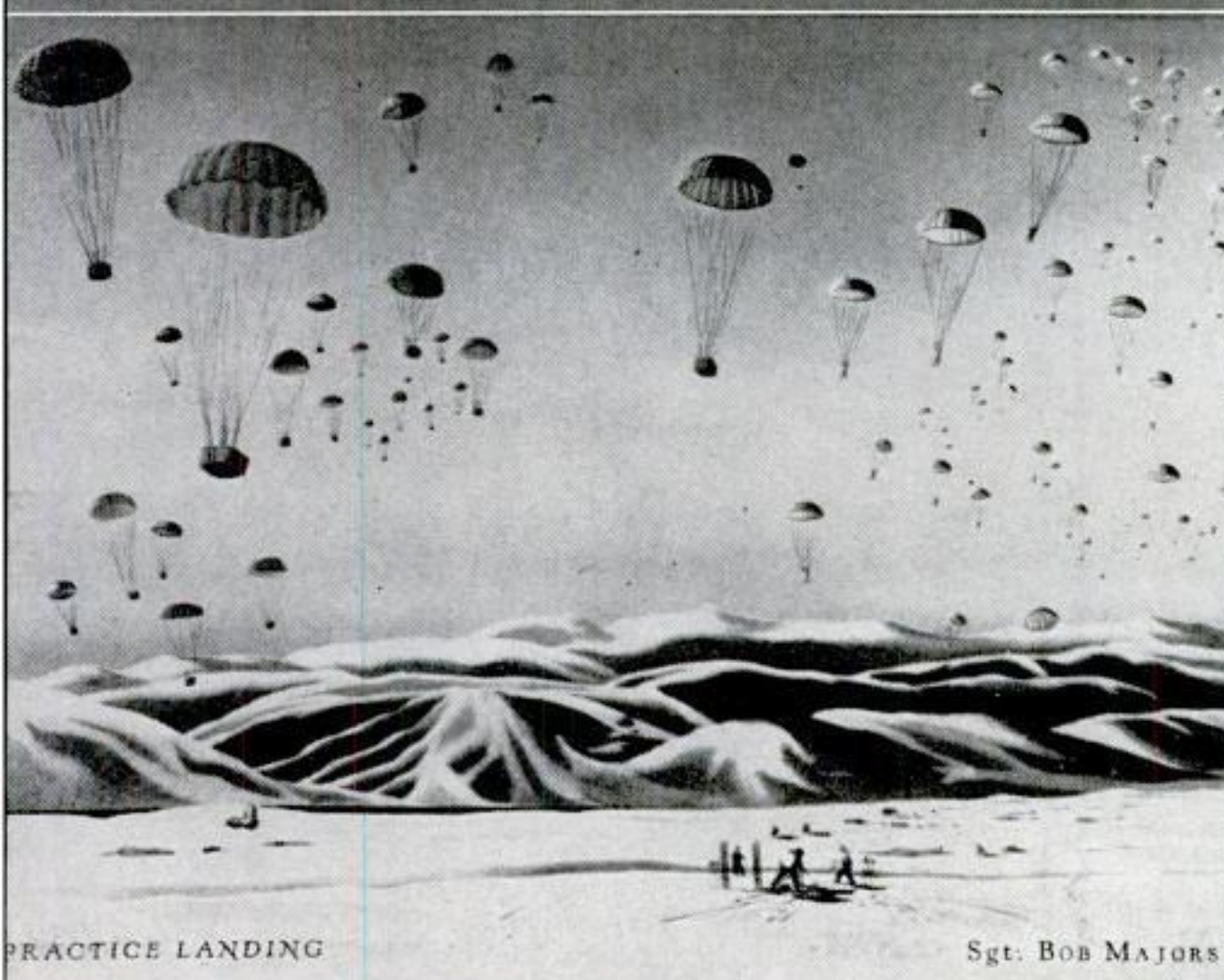
SOLDIERS GOING TO CHURCH WAS PAINTED BY BRODEUR OF FORT CUSTER



CANVAS CITY

PFC. FRED J. BRAUER

THIS ENCAMPMENT WAS PAINTED DURING THE 1941 CAROLINA MANEUVERS



PRACTICE LANDING

Sgt. BOB MAJORS

SERGEANT MAJORS WON LIFE'S \$200 SECOND PRIZE FOR THIS FINE PICTURE

CONTINUED ON NEXT PAGE

Step in the Right Direction...

STEP ALONG WITH JOHNNIE WALKER

BLENDED SCOTCH WHISKY

... ISN'T IT TIME you tried something really different? Try Johnnie Walker... the richest, roundest, smoothest Scotch that ever came over from Scotland. Try it today!



CANADA DRY GINGER ALE, INC., NEW YORK, N. Y. • Sole Importer



Sign your name below, and mail us this advertisement with ten cents. We'll send a bottle of Aqua Velva, the world's largest selling after-shave lotion.

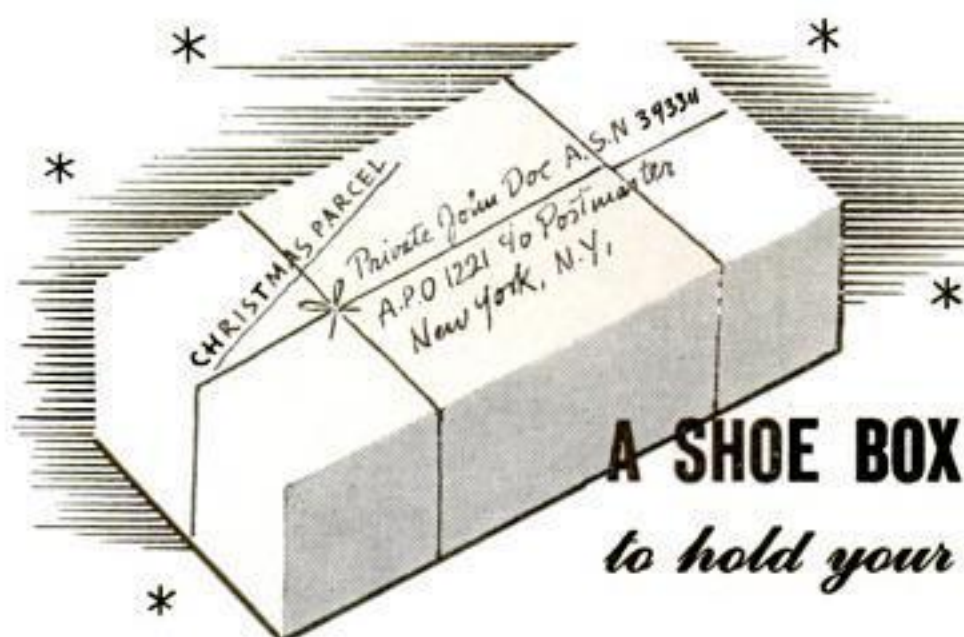
Cool as sea spray, Aqua Velva leaves your skin feeling softer, smoother. Clean, fresh scent.

ELECTRIC SHAVERS use Aqua Velva before and after shaving for finer results.

Offer good in U.S.A. and Canada only. The J. B. Williams Co., Dept. CA-20, Glastonbury, Conn.—makers of fine shaving preparations for over 100 years.



Name _____
Street _____
City _____ State _____



A SHOE BOX ISN'T BIG ENOUGH
to hold your heart at Christmas

In it must go the things that *may* be sent overseas—the things you know *he* wants—the things that will make Christmas *Christmas* wherever he may be.

And after you have packed the box, and wrapped it securely, and mailed it according to Post Office instructions for overseas military mail—after that, when you think, "It's such a *little* box"... think of **LIFE**.

Think of **LIFE** as an *extra* present, too big for any box to hold—a mirror of the world and all its peoples.

Think of **LIFE** as the favorite magazine of our Armed Forces. (By buying, borrowing, sharing—63% of the men in all branches of the Services stationed in the U.S. manage to read **LIFE** each week. And overseas correspondents relay the urgent pleas of the boys in the A.E.F.—"Send us more copies of **LIFE**.")

Think of **LIFE** as a present which will make you and home seem closer on Christmas Day and every week for a year thereafter.



And give **LIFE** to your favorite man in the U.S. Armed Forces at **LIFE's** Special Military Rate of \$3.50 (\$1.00 less than the regular yearly rate.)

Remember—gifts for men overseas must be in the mail by November 1st... so we should have your order before October 31st, with correct military address, to assure delivery of the first copy and gift announcement card in time for Christmas.

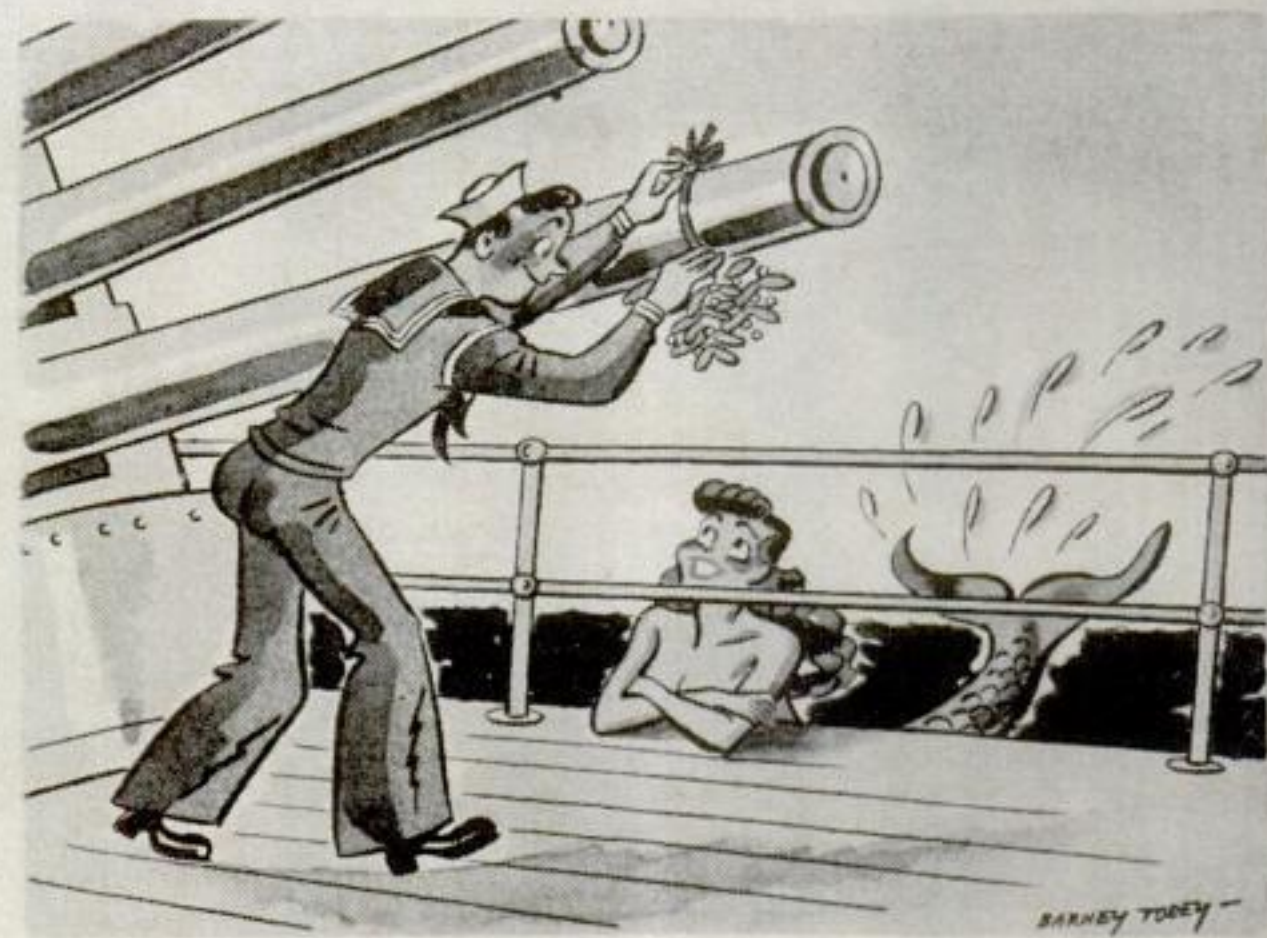
LIFE

330 E. 22nd St., Chicago

Christmas Cards (continued)

SOLDIERS, SAILORS AND SANTA HAVING FUN

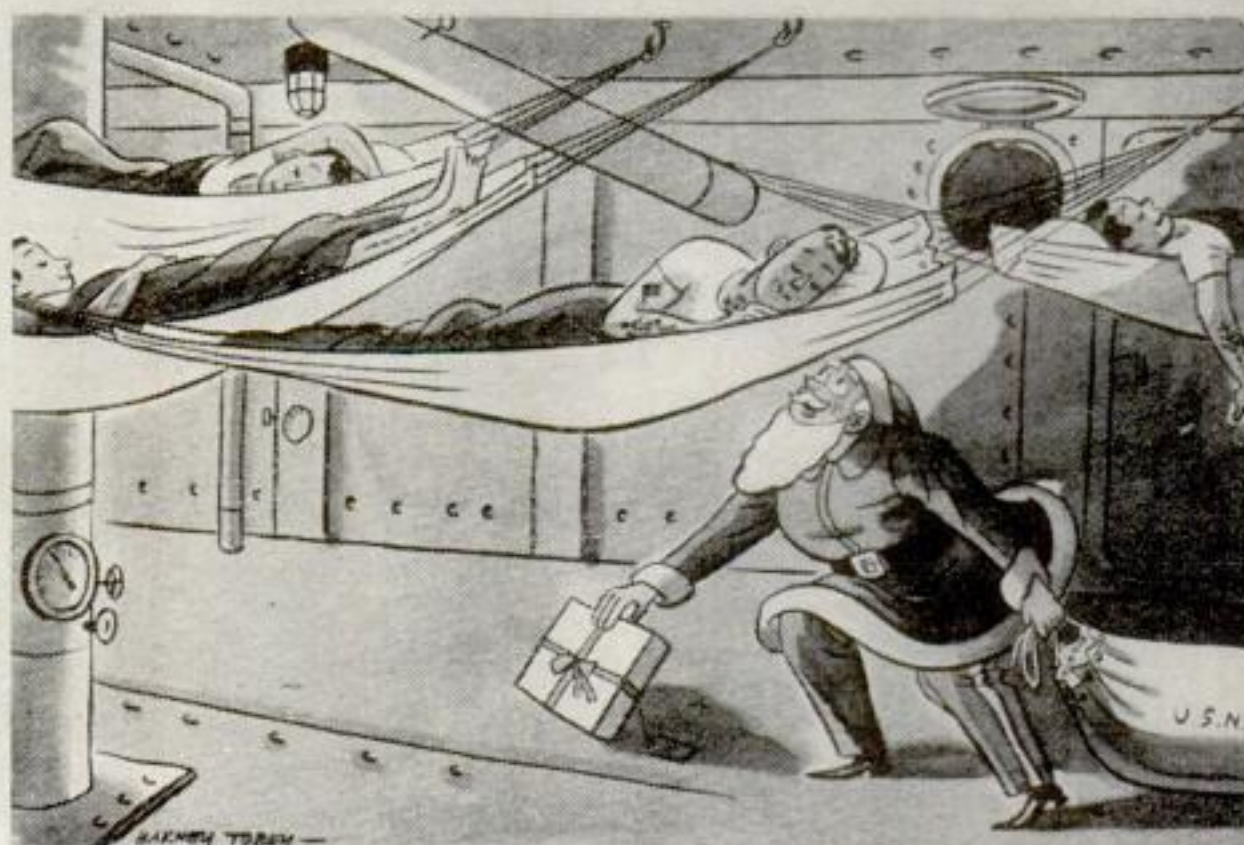
Soldiers and sailors usually prefer Christmas cards that are funny. For their benefit Barney Tobey and Edward Staloff, a pair of New York commercial artists, designed cards like those below showing the shenanigans of a jolly Santa Claus bringing Christmas cheer to the fighting men, while an enterprising young gob entices a mermaid with mistletoe.



A sailor enticing a pretty mermaid makes amusing card showing an anxious gob hopefully hanging a sprig of mistletoe on the barrel of a gun on shipboard.



Santa Claus in a tank turret bedecked with flag and Christmas wreaths is jolly change from Santa's oldtime sled and sleighbells drawn by flying reindeer.



Santa sneaks in to a lower deck of a ship and leaves his presents while the tired sailors sleep unaware in their hammocks. Note U.S.N. on Santa Claus's pack.

MAKE AMUSING NEW CHRISTMAS CARDS

Because last year Christmas greetings were being delivered as late as Easter, the post office has asked that mail going overseas be posted not later than October so that it may reach the men in the most distant outposts on the fighting fronts. And for this reason the American Artists Group released these new Christmas cards a month earlier than usual.



Santa Claus whiskers are being put on surreptitiously by one of the soldiers who will then distribute Christmas packages from home while others sleep in tent.



"Sorry, but we need you for Civilian Defense"

Turned down for service in the Army is this poor old Santa who had come to enlist. He is being told that folks at home need him more than the Army does.



Christmas carols are here being sung by a sailor, a soldier and Santa Claus while the stars twinkle brightly above their heads. This card sells for only 10¢.

FOR PEAK FLAVOR IN ANY RUM DRINK
ORDER MOUNTAIN-DISTILLED

Ron MERITO



THE PUERTO RICAN MOUNTAIN RUM



KOKO-RITO
Something new! A rum cocktail with delicious coconut flavor! Made with RON MERITO and Koko-Whip. Ask for it at your favorite bar.

DAIQUIRI
Juice of ½ green lime. ½ teaspoon sugar. 1 jigger RON MERITO (White Label). Shake well in cracked ice.

RUM HIGHBALL
1 jigger RON MERITO (Gold Label). Serve in highball glass with ice. Fill with sparkling water or ginger ale.

CUBA LIBRE
1 jigger RON MERITO (Gold Label or White Label). Serve in highball glass with ice, and fill with cola drink.

**Remember! RUM DRINKS
TASTE BETTER WHEN YOU
"MAKE 'EM WITH MERITO"**

"Mountin' in favor because of its mountain flavor"—that is the success story of Ron Merito! Distilled high in the mountains of Puerto Rico, above the blue Caribbean, from rich mountain-grown sugar cane and clear, cool mountain water—Ron Merito is delightfully different from any rum you have ever tasted. Try it tonight—serve it to your friends. Ask for Ron Merito by name.

Available in both Gold Label and White Label

National Distillers Products Corporation, New York, N. Y. • 86 Proof



DELIVERING THE GOODS

in Style

The self-confidence of able men shows in the easy assurance of their manner... and Mallory expresses that air of personal prestige in two superb new styles, each in a famous felt. *Top: THE HAMPSHIRE*, 'Cravenette'-processed to keep its crispness of line despite the style-wilting action of dampness and drizzle, \$6.50. *Bottom: THE SENTINEL*, crafted by Mallory's exclusive *Pliafelt* process, matches fine imports in luxurious softness and shape-retaining ability, \$7.50

Other Mallory Styles From \$5 to \$10



Show your metal!
Contribute all scrap metal now, to help keep this hat in its rightful place... on top!

MALLORY
hats

COPYRIGHT 1942, BY THE MALLORY HAT CO.

PICTURES TO THE EDITORS

CAMP HOOD DEDICATION

Sirs:

These pictures show the dedication ceremony of Camp Hood, the first tank destroyer training camp in the U. S., at Kleen, Texas.

When an Army camp is under construction a small U. S. flag flies at the top of the flagpole, under it a large Engineer Corps flag. When the camp is dedicated, civilian guards haul down the Engineers' and the small U. S. flag, then regular soldiers haul up a large U. S. flag while the

band plays and everyone stands at attention.

The small U. S. flag which has just been taken down is in the arms of the soldier standing behind the crouching photographer. At the left of the flagpole the saluting officer on the right is General Bruce, Commandant of Camp Hood; next to him in civilian clothes is Colonel Hood, son of General John Bell Hood, West Pointer, who resigned U. S. Service to go with the Confederate Army.

JOHNNY FLOREA

New York, N. Y.





PICTURES TO THE EDITORS

(continued)

FARMER'S DAUGHTER, 1942

Sirs:

Just about a year ago one of your photographers came to South Dakota and took a picture of my girl friend, Lois Madsen, which was printed on the cover of LIFE with the caption "Farmer's Daughter." I thought you might be interested in seeing another picture of Lois so I took one and made it up into a LIFE cover (see cut). This year, instead of drought, Lois' family has had too much rain. A lot of their grain is standing in the fields spoiling because it has been too wet to thresh. But Lois is going back to the State College at Brookings this fall—and so am I.

GAIL E. MYERS

Clark, S. Dak.



ANNIE

Sirs:

Annie the Penguin moved to the Bronx Zoo when the New York Aquarium closed. The Zoo keeper first noticed her unusual jumping ability when Annie solemnly started leaping over ground shadows. Annie now does a standing high-jump over a raised stick. She also likes to sit on her keeper's lap.

LILLO HESS

New York, N.Y.



Macmillan RING-FREE does it again!



Non-Refillable!

NEW Quart Container Uses No Metal!

WHAT? A "can" without metal?

Yes sir, a new quart container for motor oil—unlike anything you ever saw before? It's waiting for you at independent filling stations, garages and car dealers! Today! Now you can get the fill of RING-FREE you have been wanting and needing.

"But wait a minute," you may be saying. "How can one of the smaller oil companies beat the field in bringing out a new quart package without metal?"

Because Macmillan is a pioneering company. Just as RING-FREE is different, so this new container is different.

Just as RING-FREE was the first motor oil guaranteed to remove carbon, save gas, reduce wear and repairs—so this new container is the first package to bring you your motor oil in the quantity you want, when and where you want it, without using up vital war metals.

Many, many months of experiment and research were devoted to finding this container. But Macmillan can work fast and unconventionally as well as thoroughly.

That's why we discovered the exclusive patented process of RING-FREE ten years ago. That's why we have discovered this container now.

Drive in at any independent filling station, garage or car dealer. Fill up with RING-FREE today!



35c

A QUART IN U.S.A.

Copyright 1942 by
Macmillan Petroleum Corporation

Try it at OUR risk! Macmillan RING-FREE Motor Oil removes carbon, cleans the motor, saves gasoline, reduces wear—or your money back. RING-FREE Motor Oil is guaranteed to make your motor run smoother, give more miles per gallon of gasoline, reduce wear and repair; because it removes carbon, cleans the motor and reduces friction fast, by thorough lubrication. Try one fill, and if you are not satisfied that RING-FREE is doing these things, your money will be refunded by your dealer immediately.

Ask your independent dealer for "What You Can Expect from Macmillan RING-FREE Motor Oil," our new circular, or write us for it direct.

MACMILLAN PETROLEUM CORP.
50 W. 50th St. New York • 624 So. Michigan Ave., Chicago • 530 W. 6th St., Los Angeles

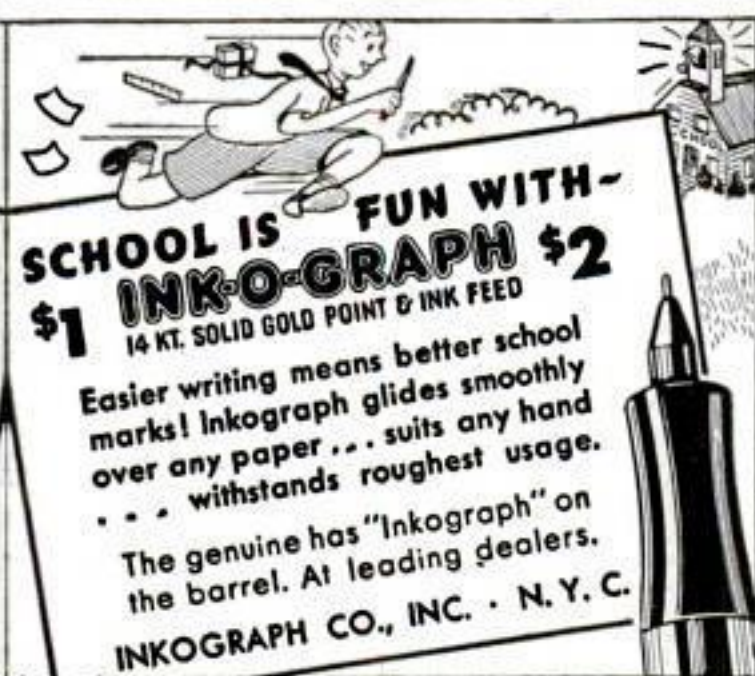
Never give a toilet germ an even break

Unsanitary 61-

That goes for Hitler, too!

This was originally an advertisement for Sani-Flush. But here's something more important than that:

GET IN THE SCRAP!



Kidneys Must Clean Out Acids

Excess acids, poisons and wastes in your blood are removed chiefly by your kidneys. Getting up Nights, Burning Passages, Backache, Swollen Ankles, Nervousness, Rheumatic Pains, Dizziness, Circles Under Eyes, and feeling worn out, often are caused by non-organic and non-systemic Kidney and Bladder troubles. Usually in such cases, the very first dose of Cystex goes right to work helping the Kidneys flush out excess acids and wastes. And this cleansing, purifying Kidney action, in just a day or so, may easily make you feel younger, stronger and better than in years. An iron clad guarantee insures an immediate refund of the full cost unless you are completely satisfied. You have everything to gain and nothing to lose under this positive money back guarantee so get Cystex from your druggist today for only 35c.

It's new!

....and engineered for wartime driving needs!



Here is Exide's scientific answer to the special problems that wartime car use puts up to a battery.

Driving your car *less*, your battery stands idle *more* ... and as it stands idle it loses power. Exide's new battery is designed to resist the effects of this idleness. It is, also, an extra-duty battery, enabling it to carry the extra load that today's shorter trips, more frequent starts and stops, impose.

You can buy this new wartime battery in full confidence that Exide's proven dependability and long life are present in full peacetime measure.



THE ELECTRIC STORAGE BATTERY CO., Philadelphia
The World's Largest Manufacturers of Storage Batteries for Every Purpose
Exide Batteries of Canada, Limited, Toronto

For 54 years the name
"Exide" has symbolized
dependability, long life.

Exide

WHEN IT'S AN EXIDE YOU START

PICTURES TO THE EDITORS

(continued)

HORSE SENSE

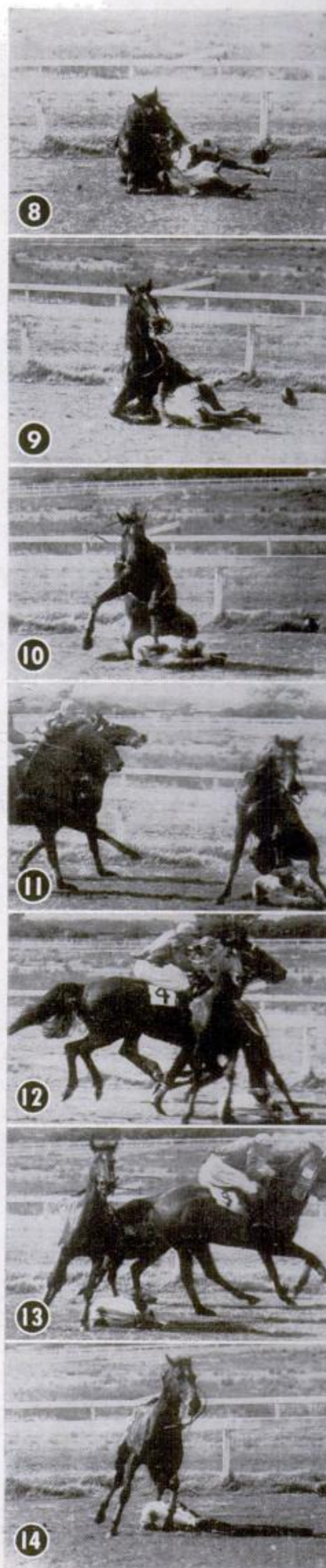
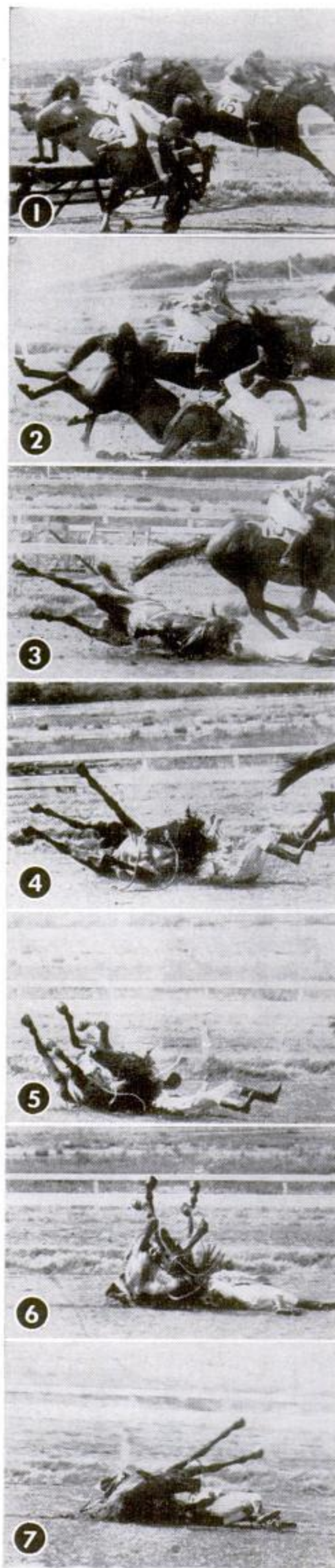
Sirs:

This magic-eye series shows a remarkable accident, a remarkable horse and a remarkable escape. At Mentone, Melbourne, Australia's race course, Fort Belvedere struck a hurdle and fell, throwing Jockey Caulfield. Rolling over to regain his feet, Fort Belvedere carefully avoided trampling the jockey, was almost up when two more horses barged by. Fort Belvedere kept clear, still protecting Caulfield, and galloped away. Caulfield

suffered only a slight concussion, recovering in about an hour.

Pictures were taken by Gerard Reilly, photographer for the Melbourne Herald, who designed and built the magic-eye attachment which took these speed pictures. The attachment fits in the back of any camera and requires no special lens aperture or focusing. It operates at a rate of six pictures per second.

WALLACE KIRKLAND
Melbourne, Australia



CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur, will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. LIFE will not be responsible for safe handling of same either in its office or in transit. Payment will be made only on approval and publication. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

What *Every Woman* wants to know about a Man

—that if he can't see action on the fighting front, he swings into action on the home front... that he's among the first to volunteer for whatever service he can do best, from first aid to civilian defense against air raid!

—that he makes the most of his well-earned leisure... that he chooses the best and enjoys it in moderation... that he compliments his guests and his own good taste by serving mild Old Schenley, first in quality among bonds!

First in Quality
OLD SCHENLEY
America's Mildest
BOTTLED IN BOND

AMERICA'S MILDEST BOTTLED IN BOND

Set of six, full-color flower reprints, suitable for framing, without advertising, sent upon receipt of 25¢ . . . Copyright, 1942, Schenley Distillers Corporation, New York City, Department L

Realsilk Presents

The new Realtex Hosiery of Bemberg Rayon

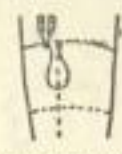


with many Real New Advantages

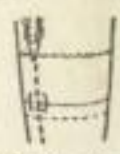
They are made from Bemberg rayon, the same fine yarn that's used in the Bemberg rayon dresses you know so well for their beautiful texture and sheerness. This yarn is twisted and finished according to a special formula, to produce higher elasticity, more permanent clinging fit, greater snag resistance, and that lovely dull luster that flatters your legs. Famous Realsilk features, such as these:



Service Tested Toe and Cradle Dura-Foot



ORDINARY TYPE hem with hole



REALSILK closed hem with hem block

Realtex Rayon Stockings are an inspired answer to your hosiery problems. Sizes 8½ to 11. Lengths for long, short and average legs. Select them right in your own home, through Realsilk's Visiting Shop. It comes to you, day or evening.

FREE! HOSIERY WASHING BAG

Phone the office in your city, listed under Real Silk Hosiery Mills. When your Realsilk Representative calls he will give you a free washing bag. It will enable you to use the same scientific washing method used in the hosiery mill. If no phone is listed, write direct to Real Silk Hosiery Mills, Inc., Indianapolis, Indiana.



What? Christmas Shopping in October?

This year, as always, Realsilk is ready with the answers to all your Christmas shopping problems. But this year, as never before, we must stress the importance of shopping early, as urged by the government. Deliveries will be slower. Train service will be taxed. You probably have many gifts going to far destinations. Start your shopping now and avoid last minute rush and disappointments!

LET US DO OUR SHARE: BUY WAR BONDS, TURN IN SCRAP, CONSERVE RUBBER



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